No. 348 August 1996

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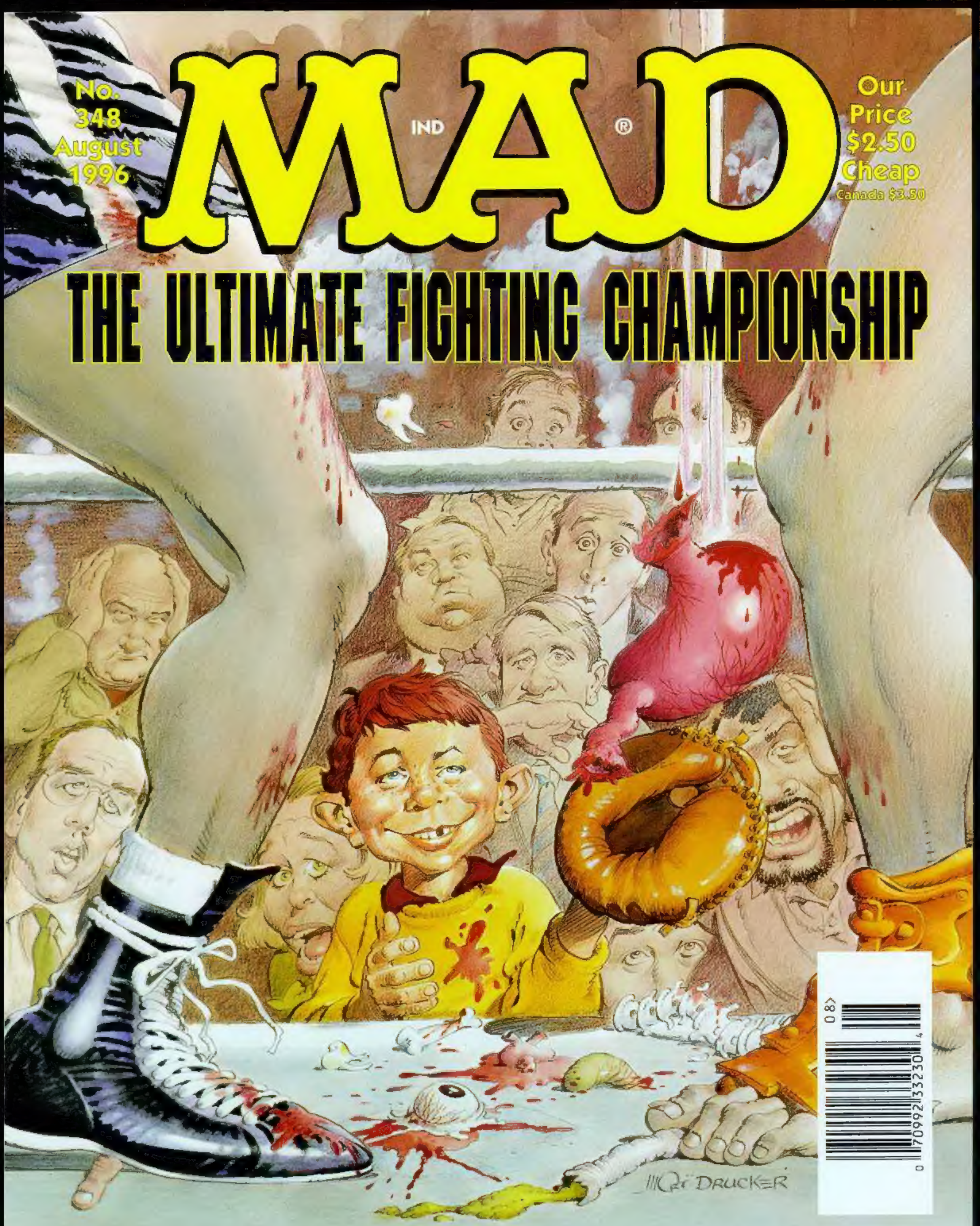

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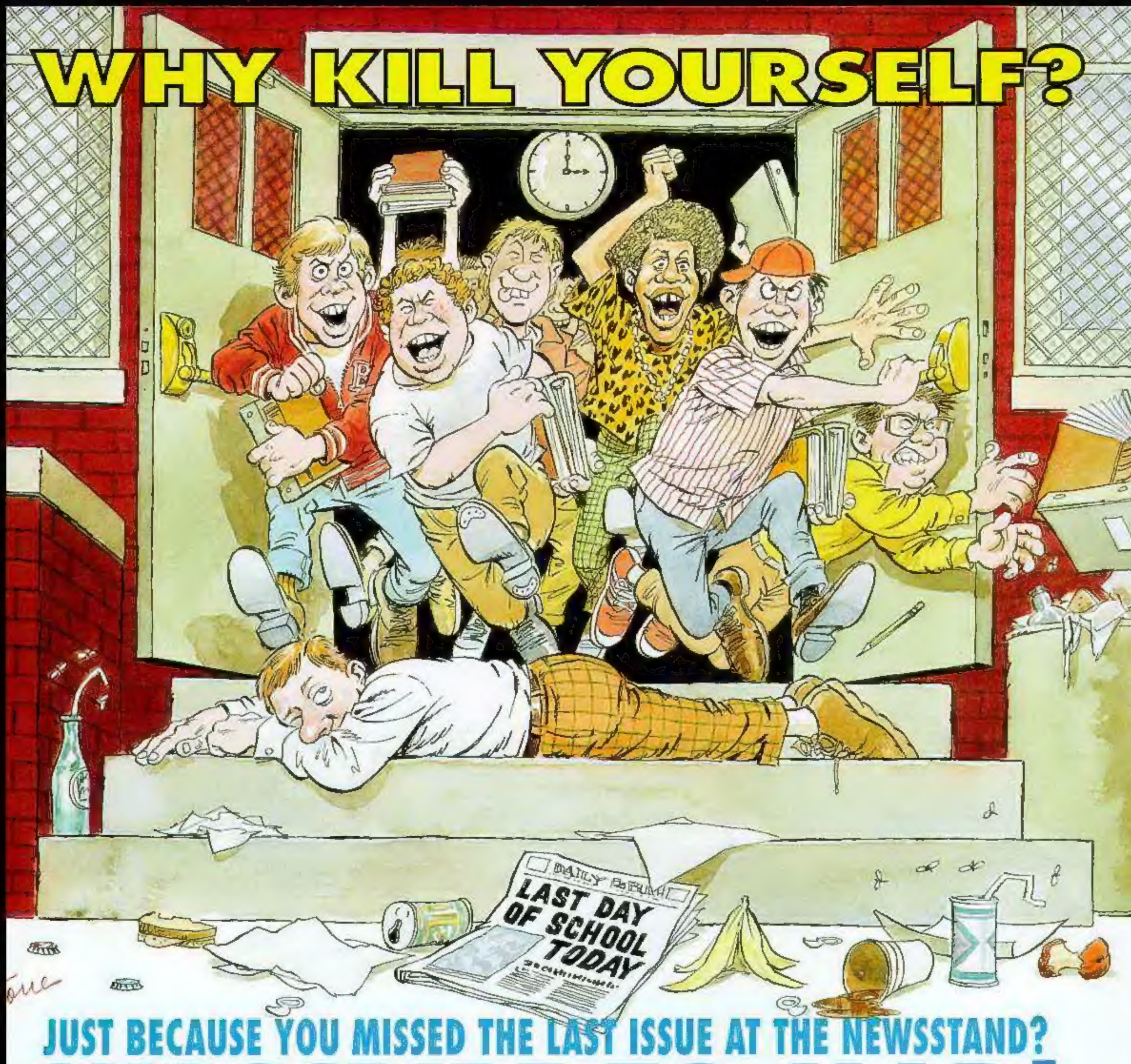

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"A college jock is someone who minds his build instead of vice versa!"
— Alfred E. Neuman

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I DON'T THINK SO!

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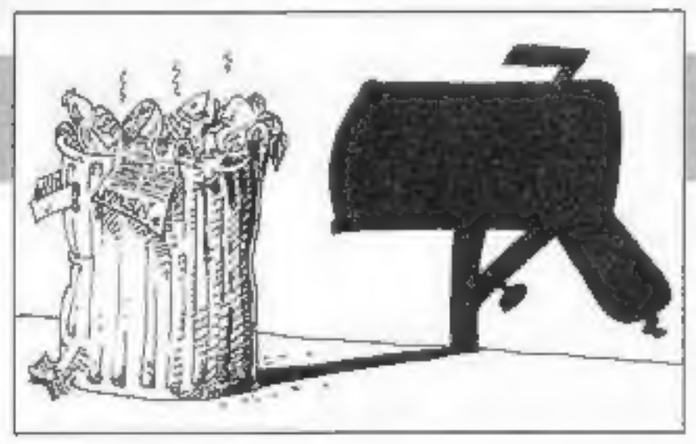


LETTERS &

"MAD'S BEATLES SONGBOOK"

I was very shaken while reading your Beatles songbook (Mad #345) when in one of the pictures there was an image of John Lennon's skeleton in a casket with the sign "R.I.P." under that. I am an avid reader of your magazine but I think that you could have been a little bit more sensitive. I hope that this will never happen again.

DShip67460@aol.com

We apologize for our crass insensitivity and promise it won't happen again. Besides, the whole drawing was an error to begin with — We meant to draw Kurt Cobain! —Ed.

BELOW AVERAGE?

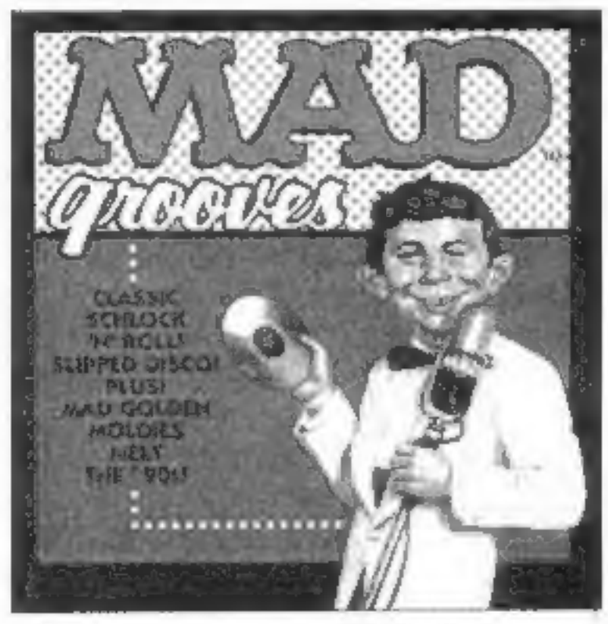
In issue #345 you ran an article called "When 'Per Serving' Information is Placed on Everything." The article was funny until you got to the serving size of a MAD Magazine. You said it contained 576 attempts at humor, but counting up on several issues the average was about 276! Whoever you got to count this up was 300 attempts at humor short! I think you owe us readers an apology.

Aaron Mines
Gaithersburg, MD

The 576 number you cite was an attempt at exaggeration humor which you didn't count! Therefore, your totals and averages are off by one. Please reconfigure your totals, calculate them again and send us the results in, say, a thousand years! (The preceding, for those keeping a tally, was not an attempt at exaggeration humor. We really DON'T want to hear from Aaron till 2996!) —Ed.

MUSICALLY MAD

Are you spinning *MAD Grooves* yet? Rhino Records has just released the most incredible CD (or cassette) since the invention of CDs (or cassettes)! Featuring rare and out-of-print MAD recordings (most of which have been unavailable for over 25 years!), *MAD Grooves* includes tunes from *MAD Disco*, the '60s Off-Broadway review *The MAD Show*, the classic song "She Got a Nose Job" and, the most requested and desired MAD recording of all time, "It's a Gas"!!! There are even vintage MAD tunes re-recorded by '90s bands including Green Jelly! Find it at a record store or by dialing Rhino Direct at 1-800-432-0020!



"THE POPEMOBILE FOR RENT"

I was reading issue #345 and I couldn't believe my eyes! In "The Popemobile For Rent," you morons made quite a boo-boo. Didn't any of you take Earth Science in high school? I guess not! You can't get a tan through the Popemobile! Tans are caused by ultra-violet rays, and guess what doesn't go through glass? Duhh, could it be ultra-violet rays? YES! If I'm 13 and I know this, it doesn't say too much about you guys.

Jon Spielsinger
Staten Island, NY

Can't get a tan in the Popemobile? Now you know why George Hamilton will never be Pope! —Ed.

GOING POSTAL

I have been receiving MAD by mail for the last several years. It infuriates me that the United States Post Office consistently labels MAD a "2nd class" publication. I think your magazine has always been a 1st class publication. I think your editor should have a talk with the Postmaster General.

Revkoel@aol.com

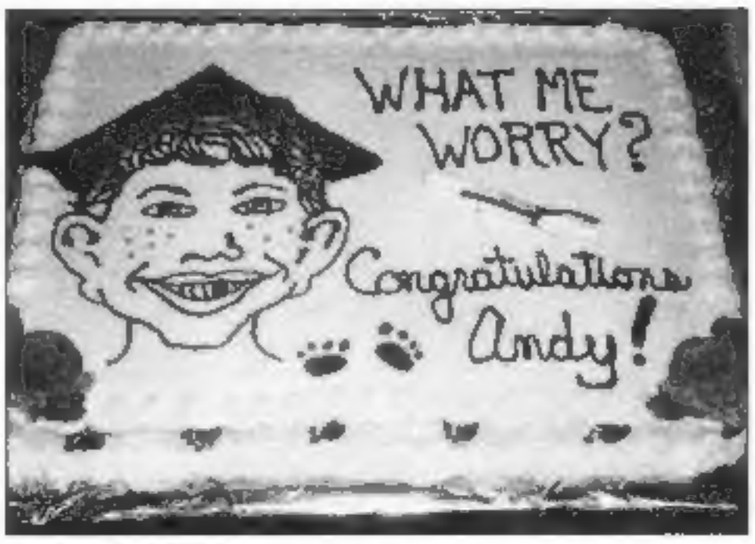
Smart idea, Einstein! You want us to do something that will piss off a postal worker? Not a chance! If all the regular letter carriers have automatic weapons, the Postmaster General must have Stinger Missiles! —Ed.

INSIGNIFICANT DATA

MAD #349 ON SALE Aug. 20!!

MAD'S DOUBLE-SIDED SUPER SPECIAL #115 ON SALE July 23!!

THE MAD BAKE OFF '96



Here's our annual visit to the world of MAD desserts! On the left is Ashton, MD resident Andrew Jones' graduation cake, though the "congratulations" was for being voted "Most Likely to Receive a Moronic-Looking Graduation Cake"! On the right is Jaison Schafer of Monroeville, PA with his immense Alfred E. Neuman birthday cake. As you can see, it's a very potent cake — Jaison already appears to be enjoying a huge sugar rush just from bringing his skin in contact with the cake box! Ha!

TOMATOES DEPARTMENT

PUS AND MINUSES

"The Zit" — The Goo, the Bad and the Ugly!

"The Zit" (MAD #345) was the grossest, most stomach-turning thing I recall seeing in any issue of MAD — and that covers almost four decades of MADness!

John Berger
Honolulu, HI

As subscribers to your magazine we have become used to varying degrees of sickening material (and learned to like it, by the way). However, we find ourselves disgusted with the back cover of issue #345, intelligently called "The Zit." Only dim-witted morons such as yourselves could possibly find something so inexpressibly nauseating to be the least bit amusing. Please, for future reference, keep in mind that there are those of us who do not feel the urge to burst into hysterical laughter at the sight of a boy drowning in an explosion of his own pus and vital organs.

Libby Perkowski
Ana Nersessian
New York, NY

Picky, picky, picky! —Ed.

Upon reaching the end of MAD #345, I was disgusted to find "The Zit." What in the world made you deem this humorous AND fit to print? No one in his right mind with any kind of standards would— Never mind.

Charlie Armstrong
Rockford, MI

The back cover of MAD #345 has got to be one of the all-time greats! Your artists have always been the best (my all-time favorite is tied between Basil Wolverton and Al Jaffee)! Since I have every MAD you have published — I rate issue #11, May, 1954 as your best cover ever, and #345 for best back cover!

Dave Jones
65 years "young"
Camano Is., WA

Your kind letters about our "Zit" made us break out — dare we say gush! — with warm feelings!
—Ed.

You'll "flip over" our newest Super Special!
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Have a computer? Got a modem? Get a FREE *DC Comics Online* starter kit (featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!

GAYS OF OUR LIVES DEPT.

Here's a movie that does nothing to quash the negative stereotypes about a much maligned group, a group that for too long has been unfairly and inaccurately portrayed in motion pictures, humiliated and scorned on television, and bashed and attacked by the public at large. Of course, we're talking about right wing Republicans! Here's...

LA CAGE A FALIX PAS

Don't same sex marriages like yours and Almond's create sexual confusion?

Nonsense! The real confusion is with bi-sexuals, poor dears! I know one who just got engaged!

Who's he going to marry?

Him-self!

Some politicians say that gay relationships like yours and Allbare's are a threat to the American family!

I don't understand that! We are the proud, loving parents of a son, unlike the childless Pat Buchanan and his wife!

And neither of us would ever dream of abandoning our children and our mate who was in the hospital recovering from cancer surgery to run off with someone else like Newt Gingrich did!

Nor would we have ever screwed around outside our relationship, which is more than you can say for Bill Clinton! Tell me, just what kind of an American family are they talking about?

DRUCKER

The nerdcage

ARTIST: MORT DRUCKER WRITER: STAN HART

KABARET

There's **no sex** or **violence** in this **movie!** Why does it **have** an **"R" rating?**

For the **effect** it **might have** on **children!** The **shock** of seeing a **loving, caring couple** like **Allbare** and **Almond** might make a **child wonder** about his **own parents' "normal" relationship!**

As a **straight man,** I feel **uncomfortable** watching those **gay guys** dance around **half-naked in drag!**

Is it because **you're prejudiced?**

No. It's because **I'm sexually excited!**

Senator Killer, your **co-chairman** of the **Committee to Keep the Government Out of Everything Except the Bedroom and the Doctor's Office** has just been found in a **prostitute's room!** She **told** the **cops** that when they started **making love,** he just lay on the **bed motionless!** They say **he's dead!**

I **don't believe it!** If **that** were a **sign** of **death,** my **wife** would have been **pronounced deceased years ago!**

I look awful! I can't go on tonight!

But you must, Allbare! There's a talent scout in the audience who wants to see if you could replace Roseanne in her sitcom when she leaves!

That's ridiculous! I'm not nearly masculine enough!

WHO IS MAX KORN?

♪ The man that got away! ♫

Doesn't he look wonder-ful?

What's so wonderful? He looks like every 60-year old aunt at a Miami Beach bar mitzvah!

Dad, I've got big news! I'm getting married!

Is it some-one I know?

It's a girl!

But you're only 20 years old! Why don't you just live together for a while?

Her parents are very straight-laced! They wouldn't allow it!

Oh? They prefer their daughter marry a kid with no money, no job and no future prospects? I hope they'll at least help you decorate your place! Homeless shelters need a lot of sprucing up!

WHO CARES?

But if you really want to get married, I'll go along with it! I could never say no to my son!

You're the best, dad! In fact, you're twice the man any of my friends' mothers are!

I believe the Constitution gives every citizen the right to defend the American Way by taking up arms when they're used sensibly — against abortion clinics, black churches, synagogues and gay bars!

Now tell me about this boy's mother and father!

They've been together as a loving couple for 25 years!

Too bad! I was hoping they'd be our kind of people!

I just heard there's an uproar about Senator Jerkson!

A big wedding might distract the public from the scandal!

But how would that look to voters who've been downsized and are unemployed?

When have you consid-ered them before?

Good point! Let's meet this boy's folks and arrange a lavish, gauche affair! I'll get my old Nazi Storm Trooper's uniform out of storage!

I love you just the way you are, dad! But her folks might not understand your lifestyle!

So?

So, if it isn't too much to ask, I'd like you to make a few minor changes! First, all the furniture, statues and pictures have to go!

And your clothes are a bit too flamboyant! And it would be better if you didn't speak or move because it might give you away!

Anything else? How about if I disappeared and was reported missing by the police?

Sounds good!

Or what if I just dropped dead!

Even better! It would also solve the problem of trying to explain you at family gatherings after we're married!

What happened to all our stuff?

Sonny boy doesn't want his intended in-laws to know we're gay, so he wants a few changes!

There's one change I've already made! My opinion of that crappy ingrate!

If you're going to pass yourself off as our kid's butch uncle you must learn to act like a straight guy! First, you have to drink beer and belch loudly! Then, after you've had too much to drink, vomit in the flower bed! When the conversation lags, just fart and pretend it's the funniest thing you ever heard!

And they say that WE'RE strange!

Our son needs you when we meet his fiancée's family!

But I've never seen our son! He happened after our one-night stand! Almond, do you think we could spend another night with each other some time?

Sure! But this time I think we should both bring along a date!

How come you've never tried to see your own biological son? You only live a half-hour away!

Yeah, but it's over an hour when there's traffic!

Have you ever *given* your son anything?

Yes! His lousy set of values!

You disagreed with the O.J. verdict, but you figured, "At least it's finished and we've heard the last about this over-publicized case, and all the cops, lawyers, witnesses and jurors involved with it"...Aren't *you* the genius!

My little girl said your name was "Goldman"! You folks aren't Jewish by any chance, are you? I don't like Jews any more than I like homosexuals!

Whee! That is two for two!

No, sir, we're not Jewish!

First he denies my sexual identity and now he denies his own religious heritage! Allbare was right! This kid really stinks!

Where's your mother? We would really like to meet her!

Did someone ask for "Mama"?! Well, here I am!

This charming lady is your mother? I'm surprised that she's old enough to have a grown son!

That's only the first of many surprises "Mama" has in store for you, bubella!

I understand that Senator Killer is inside that gay club! A story like this will make the front page of every supermarket newspaper in the country!

It'll even replace the scoop about the Martian Siamese twins who just had Elvis' perfectly normal baby!

We have to get out of here without the press seeing us! Do you have any ideas?

I have two ideas! First, you could stand in the toilet and try to flush yourself into the Caribbean!

I'll take the second idea! It's got to be better than that!

I wouldn't bet the farm on it!

Hey, baby! How's about coming home with me?

Why should I do that?

I'd like to prove my father wrong by showing him that my mother is not the ugliest woman in all of South Florida!

After seeing our daughter marry the man she loves, I now realize that our marriage has been an empty one! So, I'm leaving you for a real woman who has the ability to love me like I should be loved!

No! Oh my lord! Who is she?

Mrs. Doubtfire!

AN EMBARRASSMENT OF RICHARD'S DEPT.

Not long ago, people who wanted to stay in shape went to the gym. Today, they go to the "health club" or "fitness center." The difference? About $50 to $75 a month! Yes, Spandex Breath, the cost of working the lard off your buttocks is steeper than ever, which is why it's a good idea get some expert advice before plunking down your hard-earned drachmas! Of course, if you can't get any expert advice and you're really desperate, you can always take a look at . . .

MAD'S GUIDE TO HEALTH CLUBS & Fitness Centers

ARTIST PAUL COKER WRITER DICK DEBARTOLO

JOINING Once you've made the all-important commitment to join a health club, you must then decide exactly when to join! This is a critical decision, one that calls for foresight and careful planning. Make sure you don't join the one day of the year they're not having a special "limited time" sale!

SNEAKY SALES TACTICS

Don't be impressed or fooled by high-energy come-ons! Listen carefully to what the salesperson says! What sounds like a good deal may not be!

Sign up now and you're **guaranteed** to avoid the **price increase** that's **due** to come **before** the **end** of the **millennium!** And since my **boss isn't around,** I'll make you an **extra special** deal! **Buy** a **lifetime membership** today and I'll give you **another six months free!**

You paid $3 to rent *Showgirls* because it couldn't be as bad as people said it was...Aren't you the genius!

THE CONTRACT

Before signing on the dotted line, be sure you fully understand the terms of your membership. Health clubs that entice you with ridiculously low rates often provide only limited access.

Sorry, you have a "limited access" membership! You can't enter during peak hours!

When are they?

Before work from 7 AM to 12 PM, lunch hour from noon until 4 PM, and after work from 5PM until closing!

But that means I'm only allowed inside an hour a day!

Yes, but remember, during that hour you have access to all our facilities . . . uh, except the weight machines, free weights, stationary bikes, treadmills, stairmasters, swimming pool, sauna and basketball courts! But boy, do we have one fine pull-up bar! Enjoy!

AVAILABILITY OF EQUIPMENT

When a fitness center claims it has "multiple sets of top-flight equipment," make sure that equipment is something you can actually use!

Folks we have dozens of the 500 pound barbells if anyone's interested!

TOURING THE CLUB

It's a good idea to tour and inspect the facilities of any health club before joining, preferably during lunch hour or right after work to see how crowded it gets.

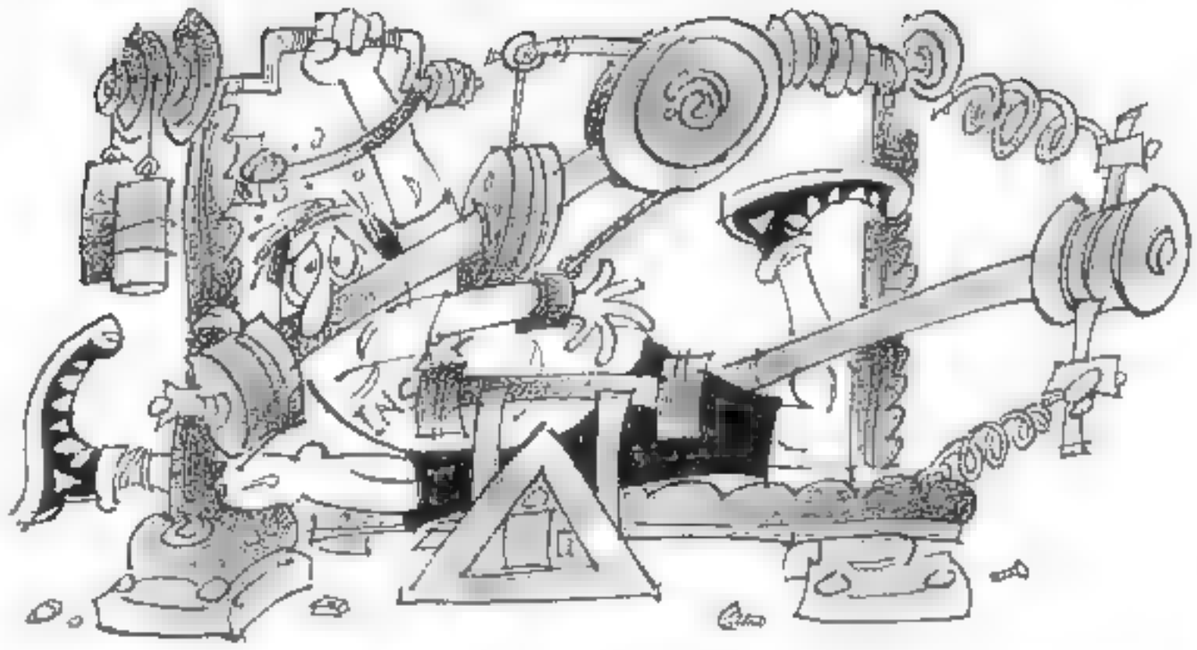
Important things to note:

How long do you have to wait to use the more popular machines?
Are there enough lockers available?

THE EQUIPMENT

A good club provides a wide variety of equipment so that you can work each muscle group individually. Beware of clubs promoting machines that claim to "do it all."

Yep, this baby works your biceps, triceps, quads, glutes, pecs, abs and upper knee caps! I don't think you'll need any lessons on how to use it, but if you have any questions ask the instructor! He's the one caught in the machine!
DIRECTOR
ARTHUR



CLUB MERCHANDISING

To increase profits, many clubs sell clothing and other merchandise with their logo on it. While this is an acceptable practice as a side business, beware of clubs that carry it too far.

Hey, what happened to the running machines?
We had to get rid of them to make room for our new T-shirt racks! We figured you can run in the street!
I guess I'll go swimming instead!
Better do it now! We're draining the pool later to make room for our new sleep-wear department!

CLASSES

A quality club should offer a varied selection of free classes in such activities as Aerobics, Yoga and Step. Think twice before joining a club that offers only esoteric classes!

HEALTH CLUBS & *Fitness Centers*

PERSONAL TRAINERS

Be sure to choose an experienced and fully qualified Personal Trainer, one who works out regularly and appears physically fit. On the other hand, beware of Personal Trainers who are **too** physically fit. They are likely to pay more attention to themselves than to you!

Important Question:
Is the Personal Trainer skilled at exercising ALL of their client's muscle groups?

GYM ETIQUETTE

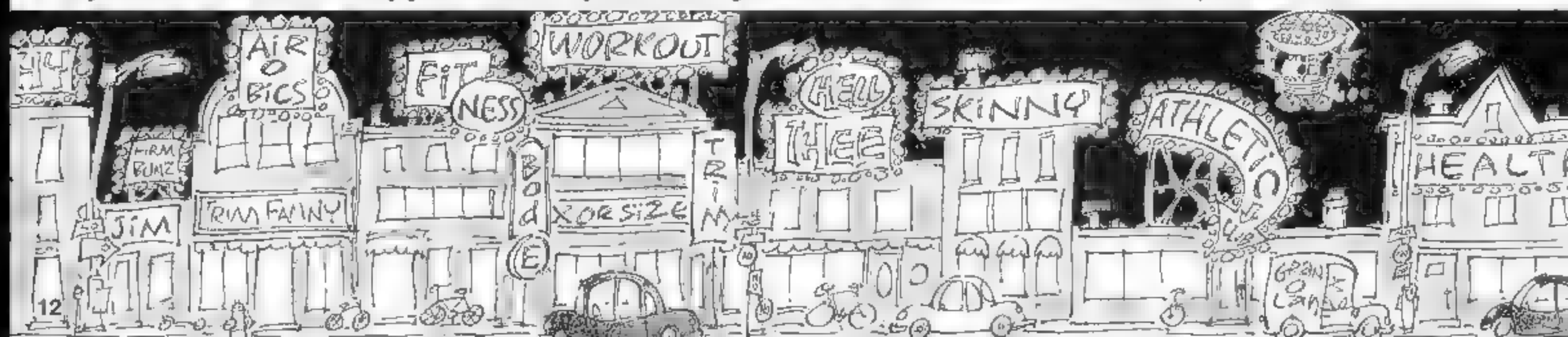
It is acceptable to strike up a conversation with other club members and to make plans to meet later for coffee or dinner. However, one should not join a health club strictly with the intention of making out. Pushing for commitment at a health club is **not** a good thing!

APPAREL

Gym clothes should be laundered after each use. If you notice a foul odor when opening your locker, consider washing your workout clothes. If your workout clothes have eaten through your metal locker door, you will have to replace both them and the locker!

DON'T RUSH YOUR DECISION!

With hundreds of health clubs in every city, your entire exercise program can consist solely of "checking them out"! Ask for a free trial workout at each one and you won't have to actually join a club for years! Then, just use a different name and start the process over!



A lot of music fans couldn't dream of a better fate than becoming a rock n' roll superstar! Wouldn't it be fantastic to be as talented as Hootie, as rich as Paul MaCartney, as newsworthy as Michael Jackswell, um, to be like Hootie or Paul McCartney? To quote the great Freddie Mercury, "No, no, no, no, no, no, NO!" Believe it or not, hitting #1 can just be a bunch of number two, as you'll learn in...

THE HIDDEN DRAWBACKS OF ROCK SUPERSTARDOM

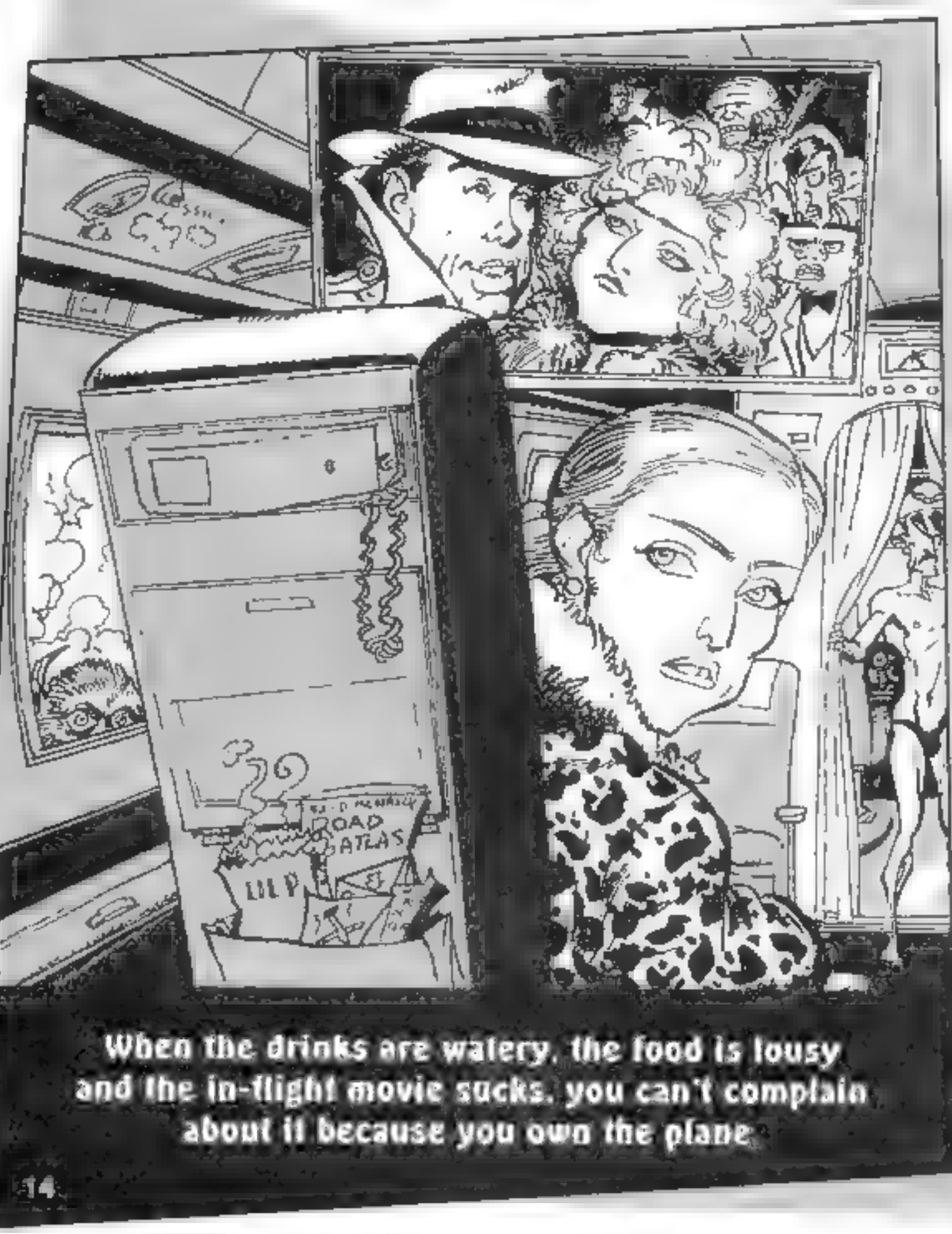
Before your world tour, you have to learn how to say, "I want that sequined cape pressed NOW, you worthless piece of crap!" in eight different languages.

You have absolutely no control over the type of person who wears your face on their T-shirt.

ARTIST: KYLE BAKER WRITER: DESMOND DEVLIN

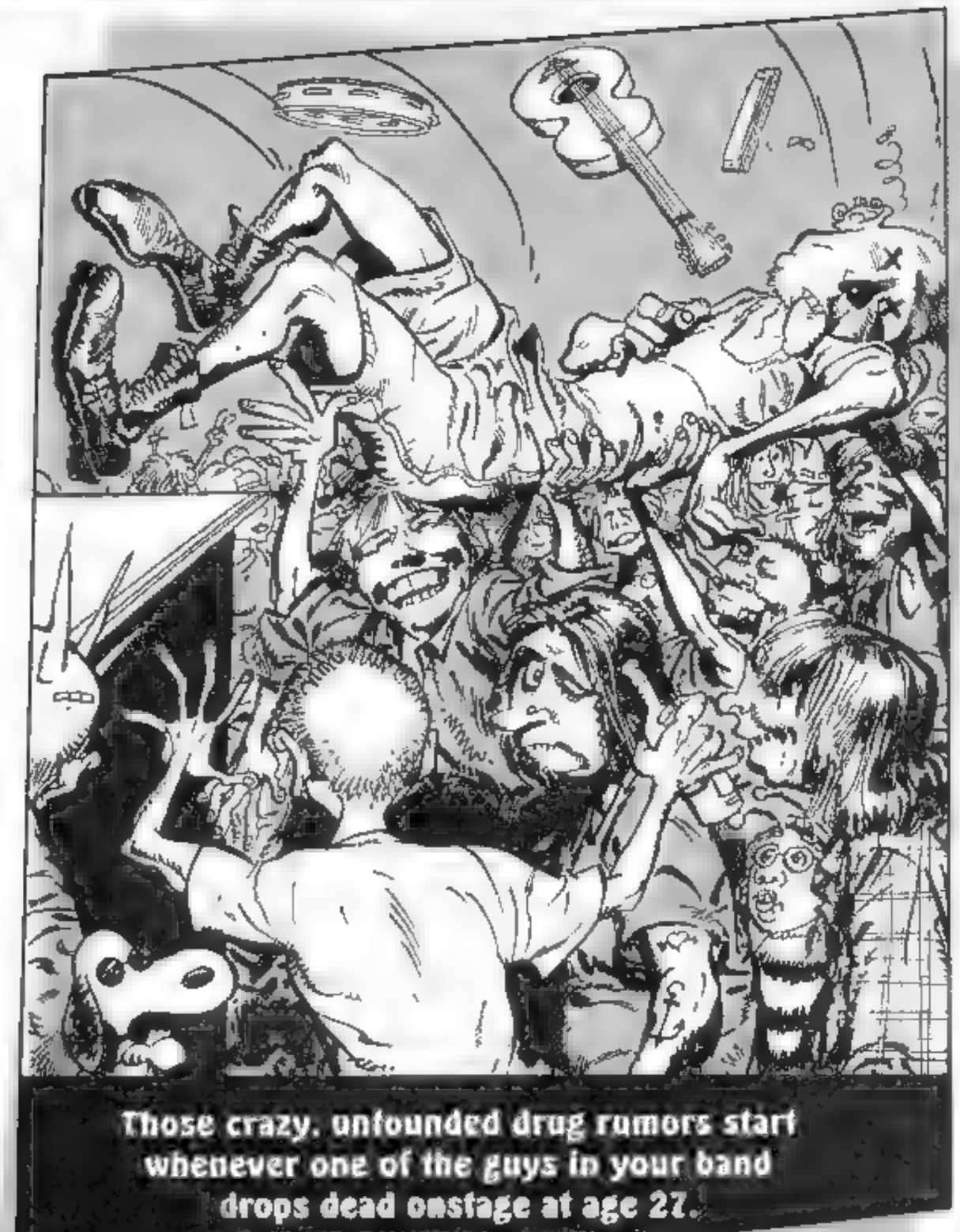
It's just not humanly possible to give full and equal attention to all five of the groupies in your vibrating water bed.

What's the use in killing yourself making $250 million, when it's really just $120 million take home?



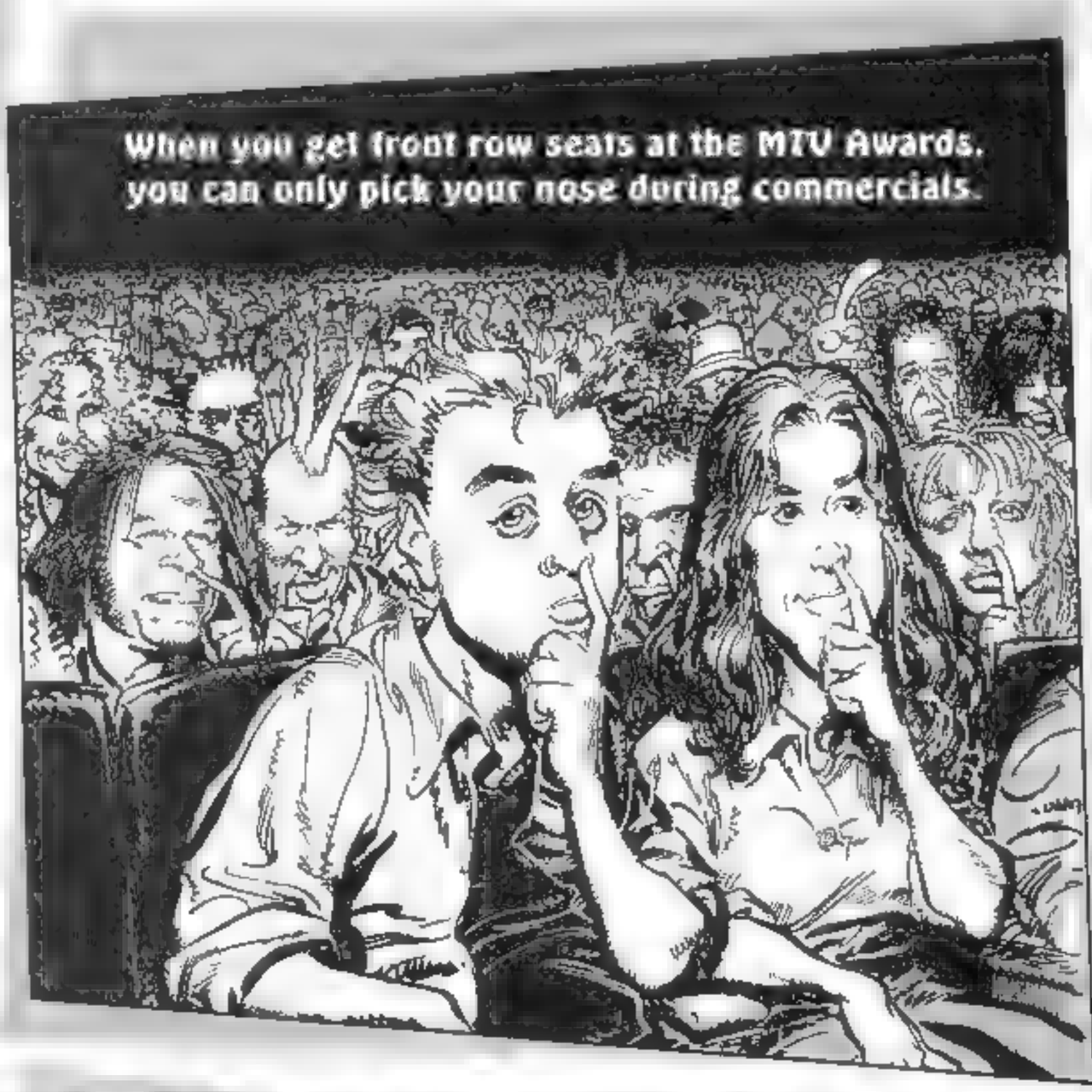
When the drinks are watery, the food is lousy and the in-flight movie sucks, you can't complain about it because you own the plane.

You'll never truly know whether or not the 18-year-old doing the wild thing with you behind the concert arena escalator genuinely loves you for yourself.

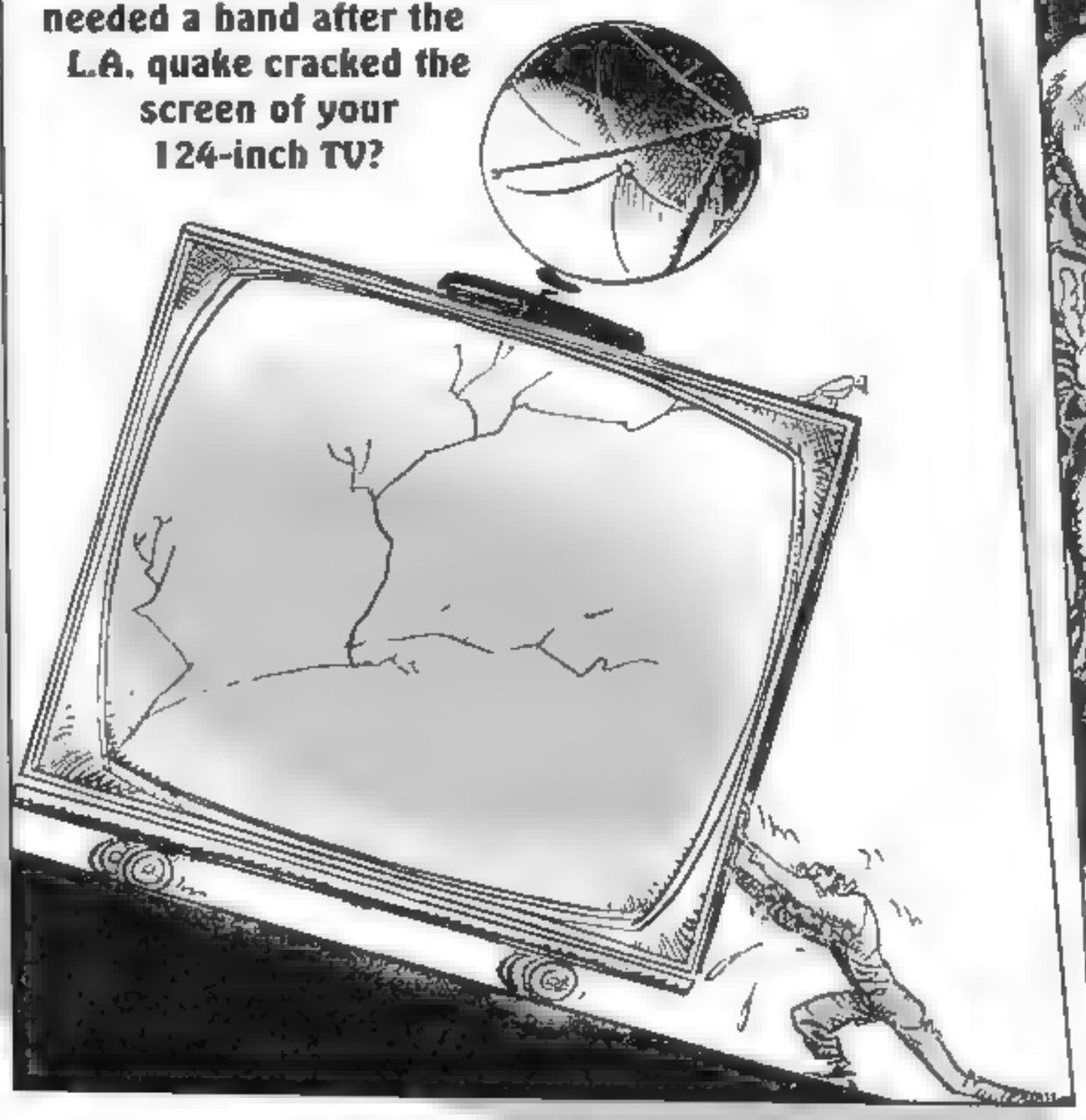


Those crazy, unfounded drug rumors start whenever one of the guys in your band drops dead onstage at age 27.

When you get front row seats at the MTV Awards, you can only pick your nose during commercials.

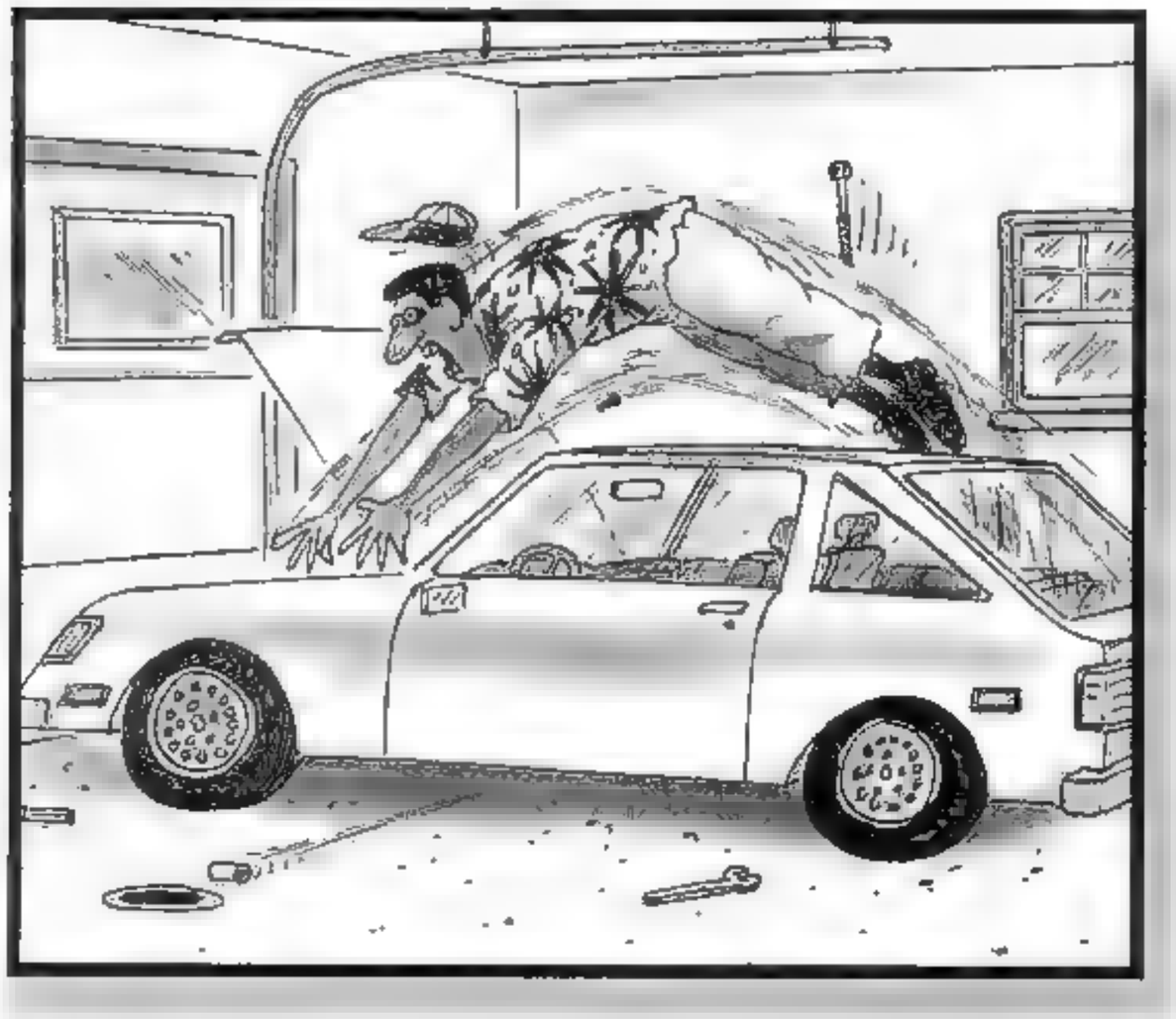


Every time starvation or tornadoes hit, you're expected to drop everything and help out with the charity single – but did anybody ask you if you needed a band after the L.A. quake cracked the screen of your 124-inch TV?

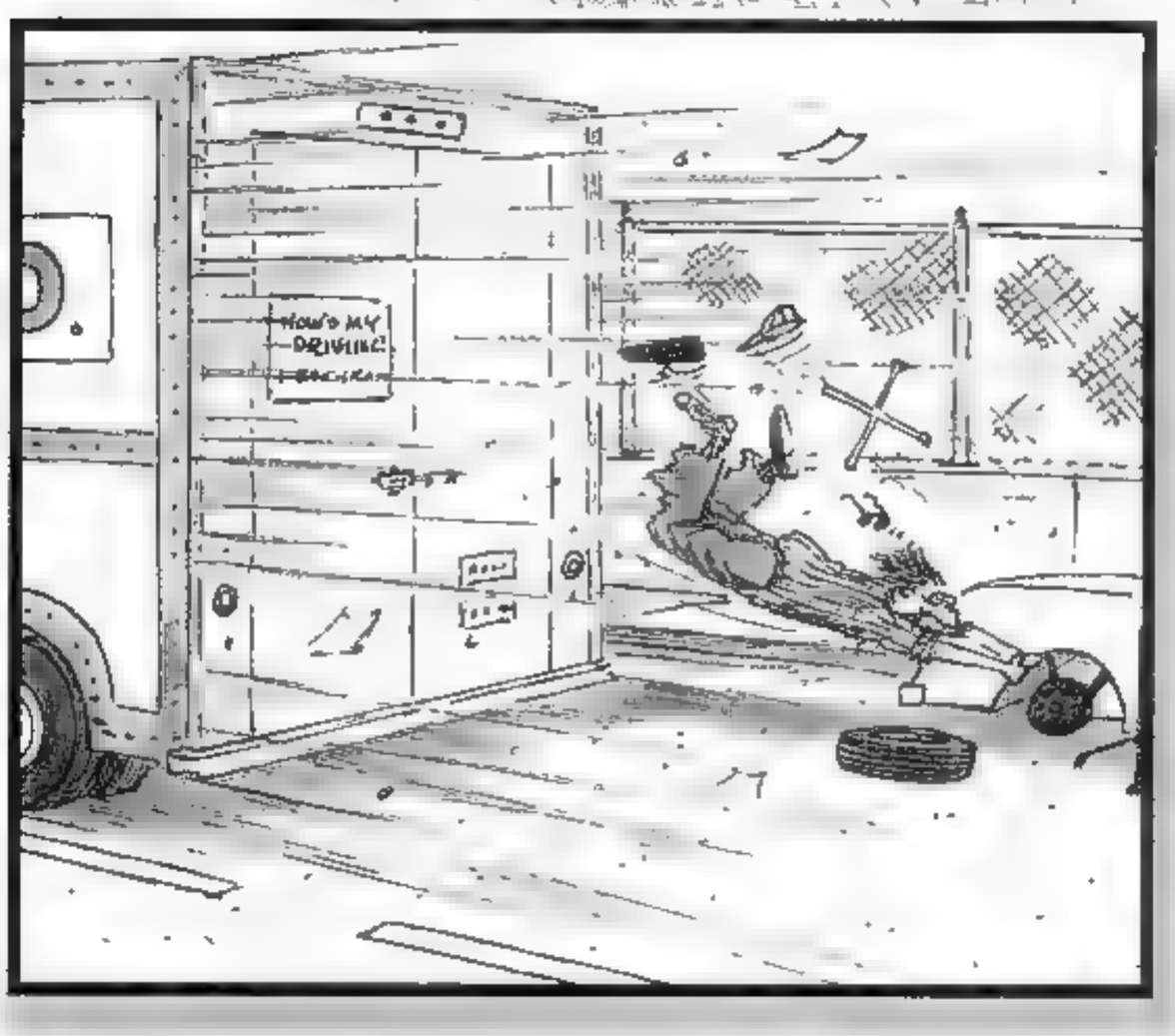


The complimentary courtside seats to all those NBA games increase your chances that one of the sweaty players might brush up against you while diving for a loose ball.

THEM'S THE BRAKES DEPT.



The more you paid for a socket wrench, the faster it will roll towards the garage floor drain when dropped.

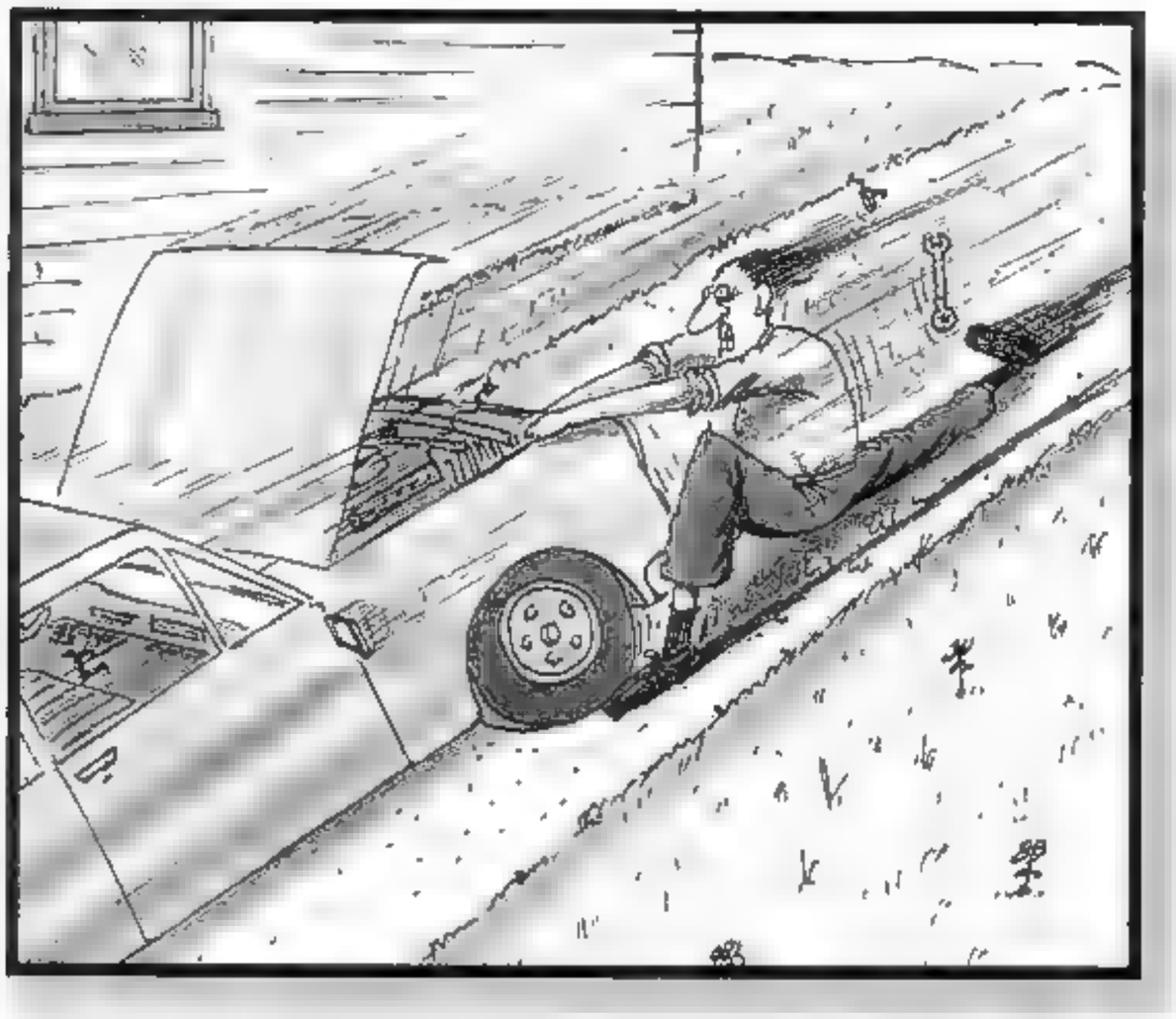


A tire that goes flat on a high-speed expressway will always be located on the driver's side of the car.

AS A PUBLIC SERVICE, MAD IS OFFERING SOME TIPS FOR ALL YOU AUTO ENTHUSIASTS WHO LIKE TO PUT ON YOUR COVERALLS, GET UNDER THE HOOD

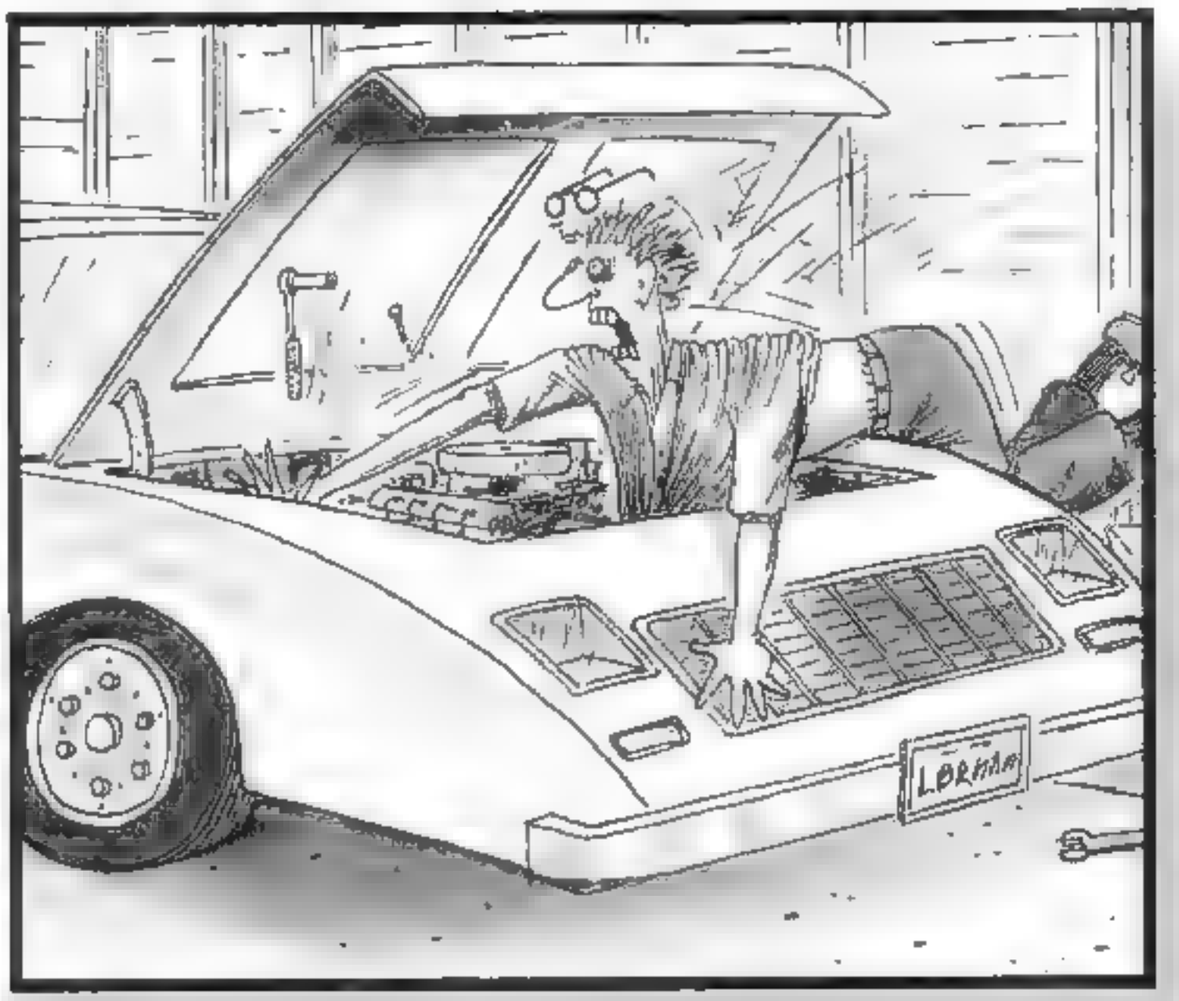
THE CAST IRON LA

ARTIST AND WRITER: TOM CHENEY



Virtually any part you remove from a car parked on a sloped driveway will be directly connected to the emergency brake system.

An airbag that fails to inflate during a collision will always inflate when you attempt to carry it back to the auto parts store in your pocket.



A part that can only be adjusted while the engine is running will always be located one inch or less from a spinning fan belt.

A horn that never works will refuse to shut itself off if you attempt to repair it after 2:00 a.m.

AND GIVE IT THE OL' LUBE JOB...AND PEOPLE WHO LIKE TO FIX CARS, TOO! SO, IF YOU WANT TO ADD NEW SPARK TO THOSE PLUGS, MAKE SURE YOU KNOW...

WS OF CAR REPAIR

When you traveled to England last month you decided to pull out all the stops and go first class — so you had beef for dinner every night .Aren't *you* the genius!

The least expensive and most frequently replaced part on your car can never be reached without first removing the entire engine.

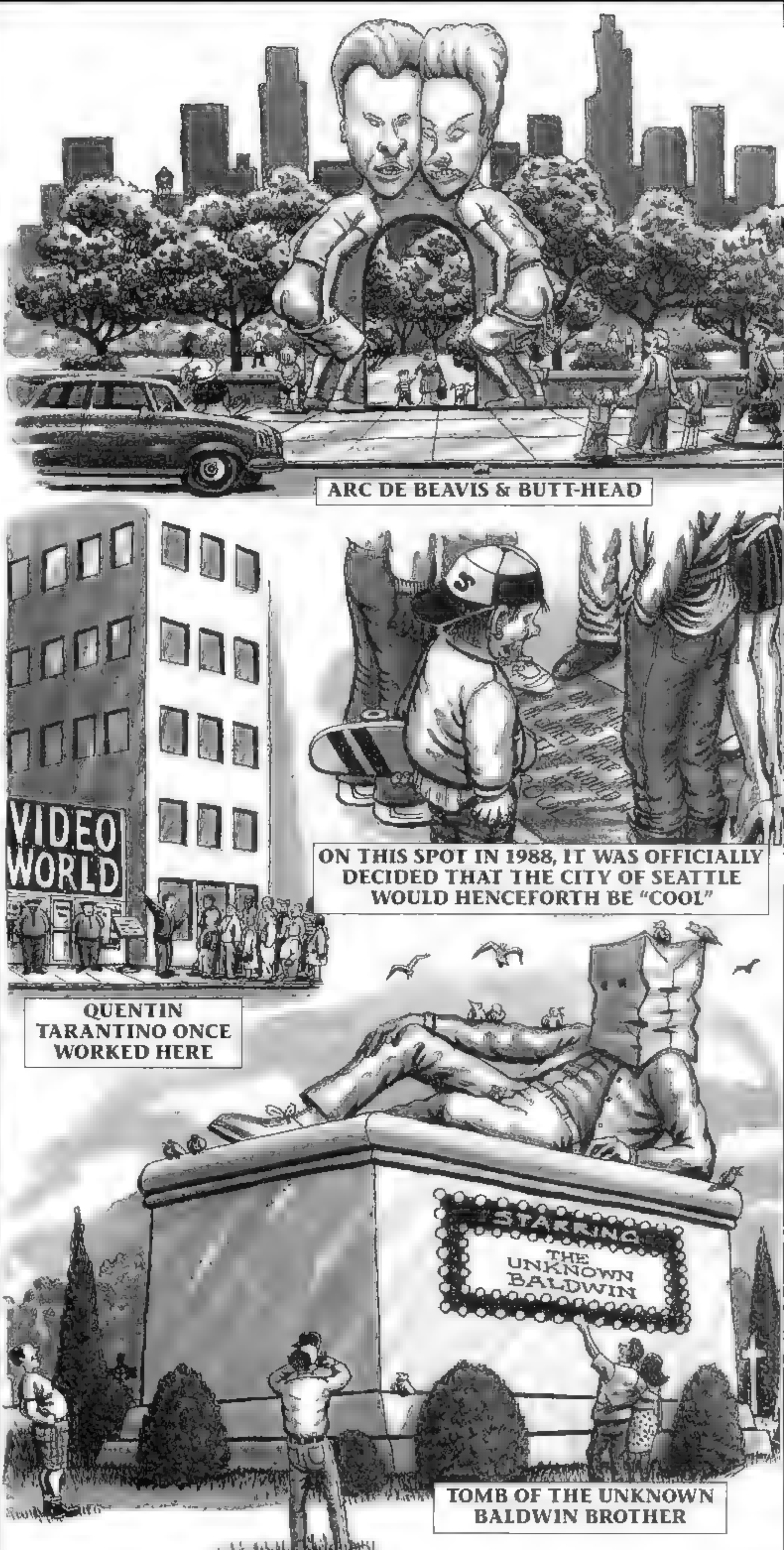
A grease gun will never accidentally discharge, unless it's pointed at an open car window.

PLAQUES TO THE FUTURE DEPT.

Every generation has left its mark on the landscape, whether it be statues of great leaders, monuments to important achievements or plaques on the sites of heroic battles! But let's face it, by the start of the Baby-Boom Generation, all the good statue ideas had already been taken! Somehow a "Woodstock" plaque on a big rock in a field just doesn't measure up to the Lincoln Memorial or Mt. Rushmore! But, hell, the Boomers had it easy compared to the generation that came after them! Today's young adults, the "Slackers," the "X-ers," have to try and glorify this pitiful era with these...

STATUES, MONUMENTS & HISTORICAL MARKERS TO COMMEMORATE

THE GREAT GENERATION



ARC DE BEAVIS & BUTT-HEAD

ON THIS SPOT IN 1988, IT WAS OFFICIALLY DECIDED THAT THE CITY OF SEATTLE WOULD HENCEFORTH BE "COOL"

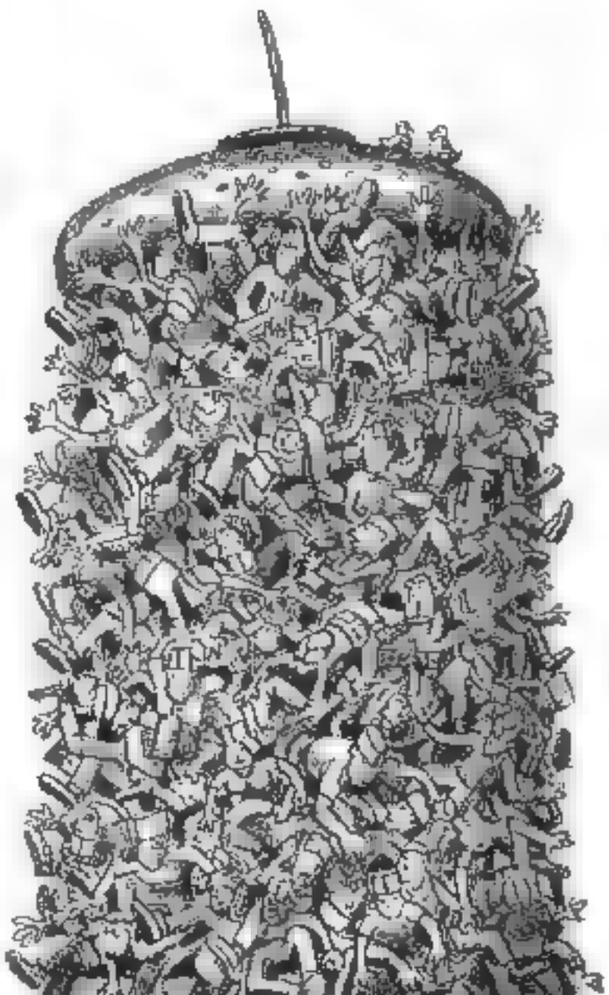
QUENTIN TARANTINO ONCE WORKED HERE

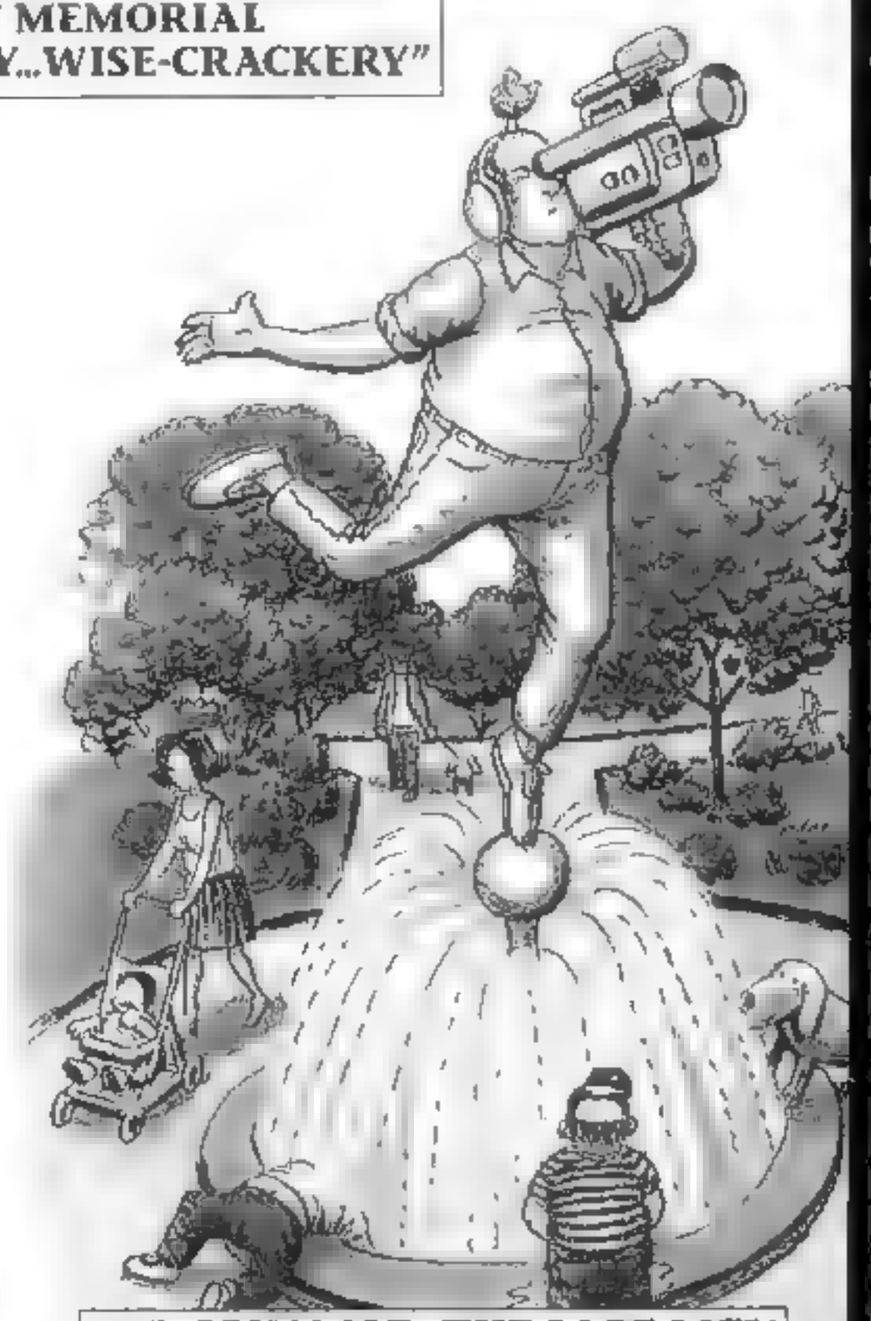
STARRING THE UNKNOWN BALDWIN

TOMB OF THE UNKNOWN BALDWIN BROTHER

JANEANE GAROFALO
"PATRON SAINT OF
SLACKER LOW
SELF-ESTEEM"

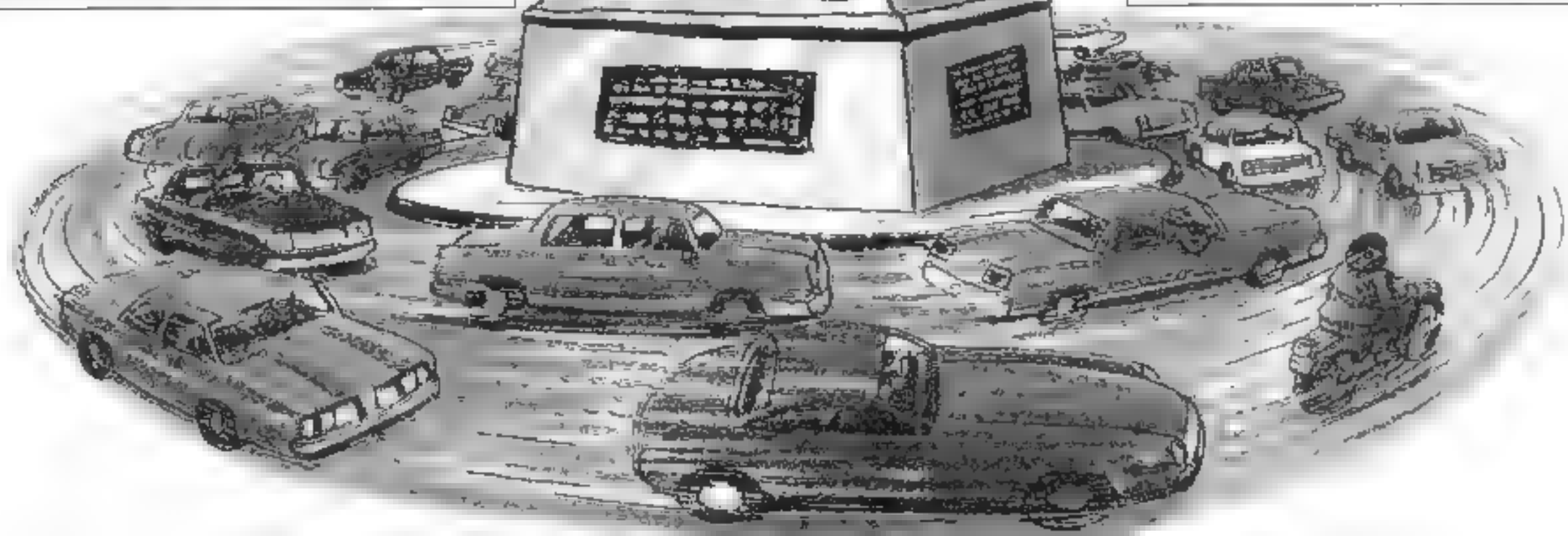
THE "FRIENDS" MEMORIAL
"FRATERNITY...POVERTY...WISE-CRACKERY"



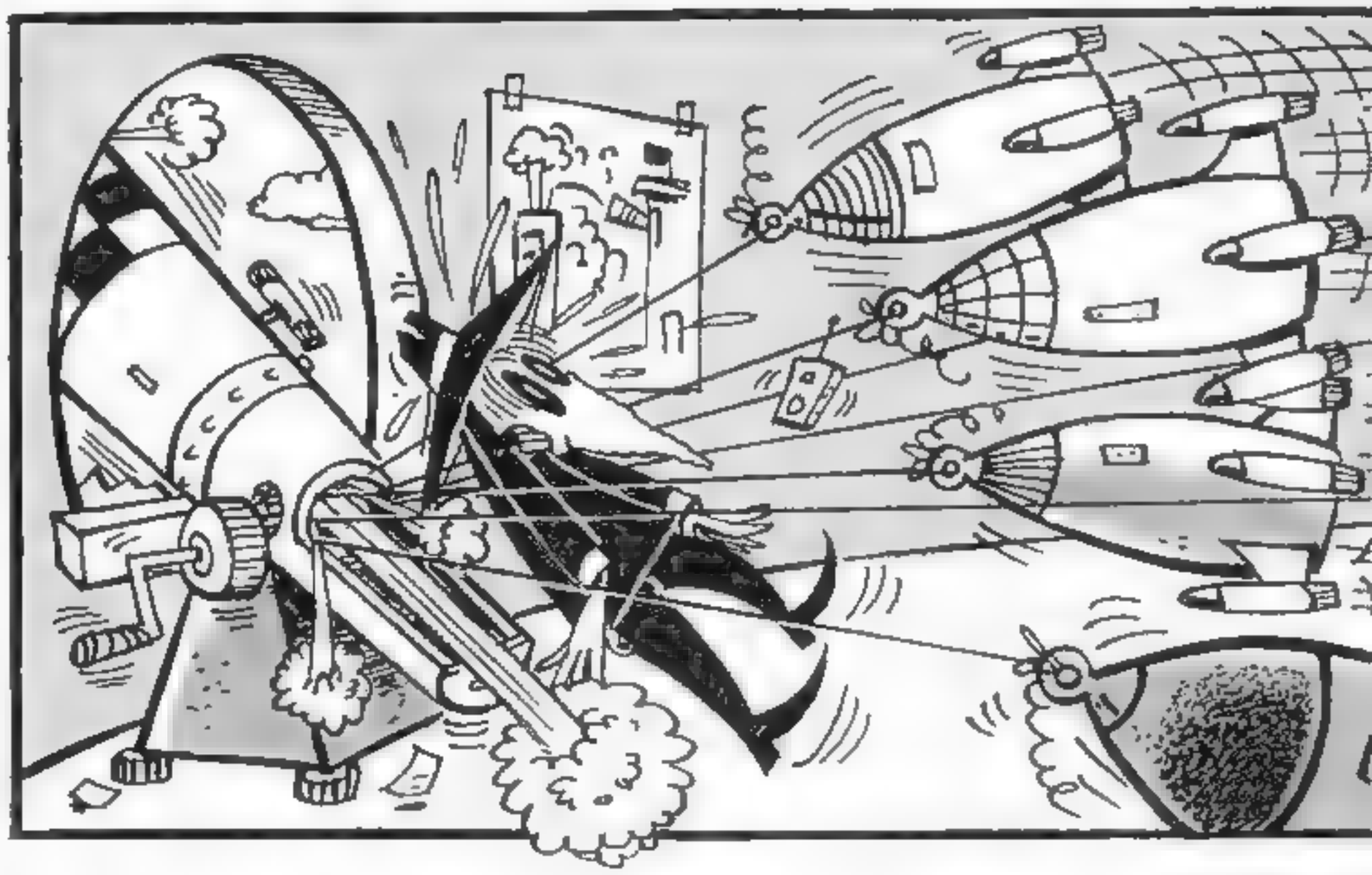


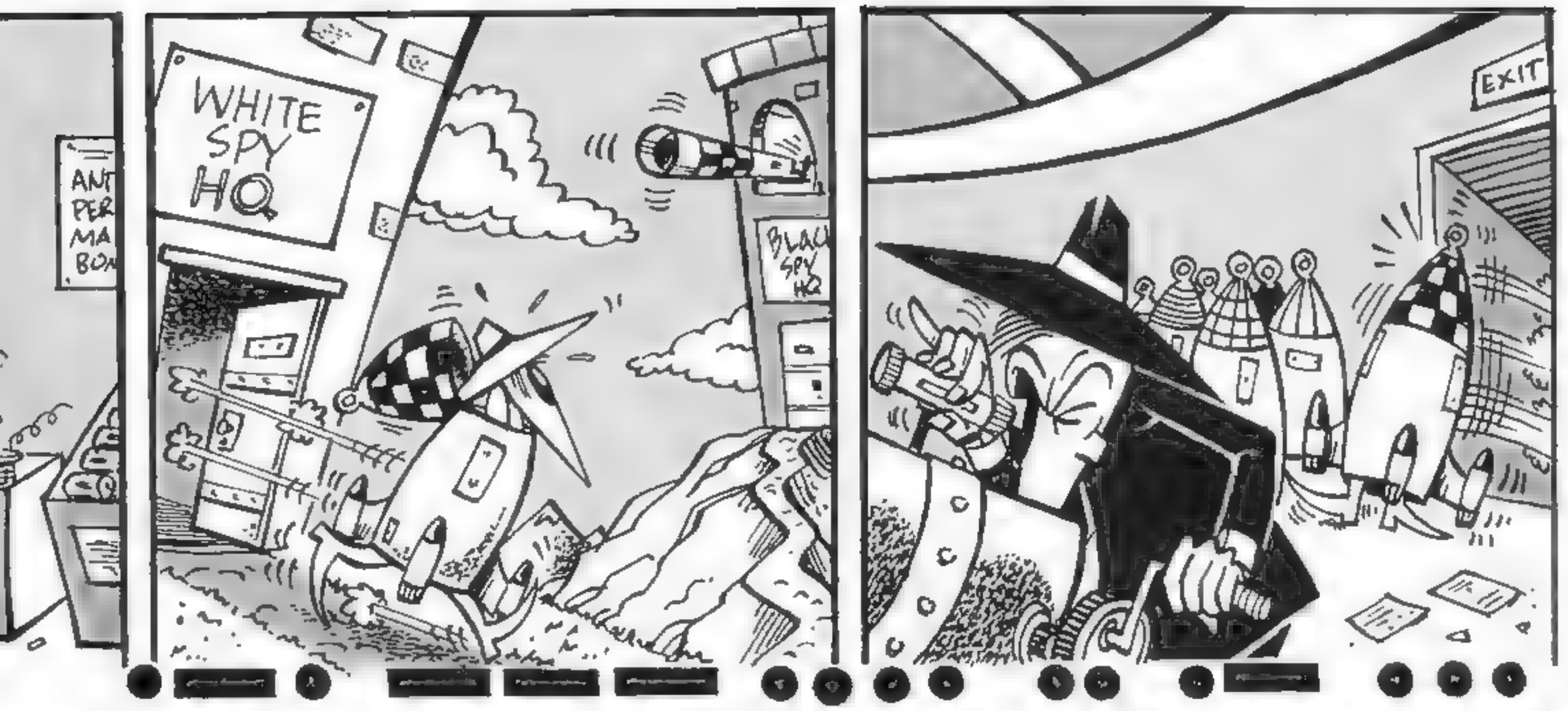
IAD FEINGOLD, THE LAST MTV
CAMERAMAN TO EVEN TRY
AND KEEP THE CAMERA
STEADY AND IN FOCUS

THE McJOB MONUMENT
"OVER 30,000,000 UNDERPAID"



JOKE AND DAGGER DEPT.





At the beginning of last football season you bought a Cleveland Browns hat, shirt, pennant, bumper sticker and windbreaker to show your... and Browns fan in Cleveland. Aren't you the genius!

THE SINGLES SCENE

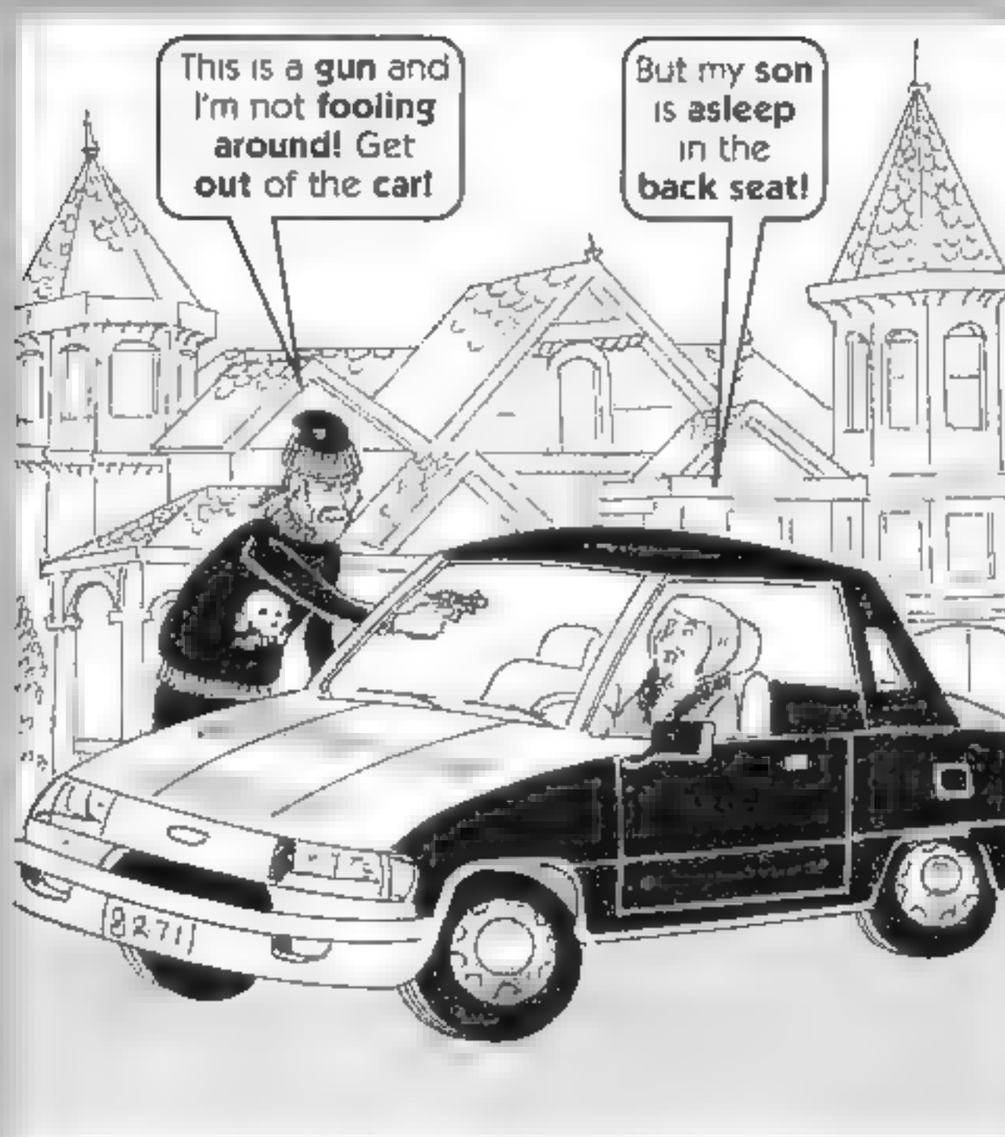
Give me a **break!** You're not gonna use that **old line,** "My **wife** doesn't **understand** me," are you?
Not at all! **My wife understands me** very **well!**

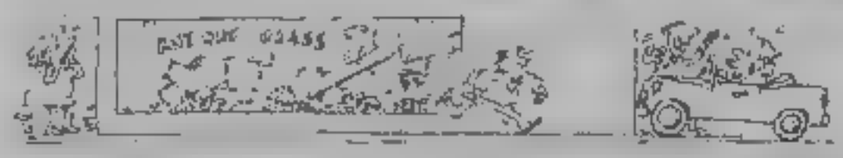
BERG'S-EYE VIEW DEPT.

THE LIGHTE

COURTROOMS

CAR JACKING





R SIDE OF...

ARTIST AND WRITER: DAVE BERG

This is a **Smith** and **Wesson** you feel **against** your **skull!** I'm the **little brat** my mom told you was **sleeping** in the **back seat** and **I'm not fooling around either!**

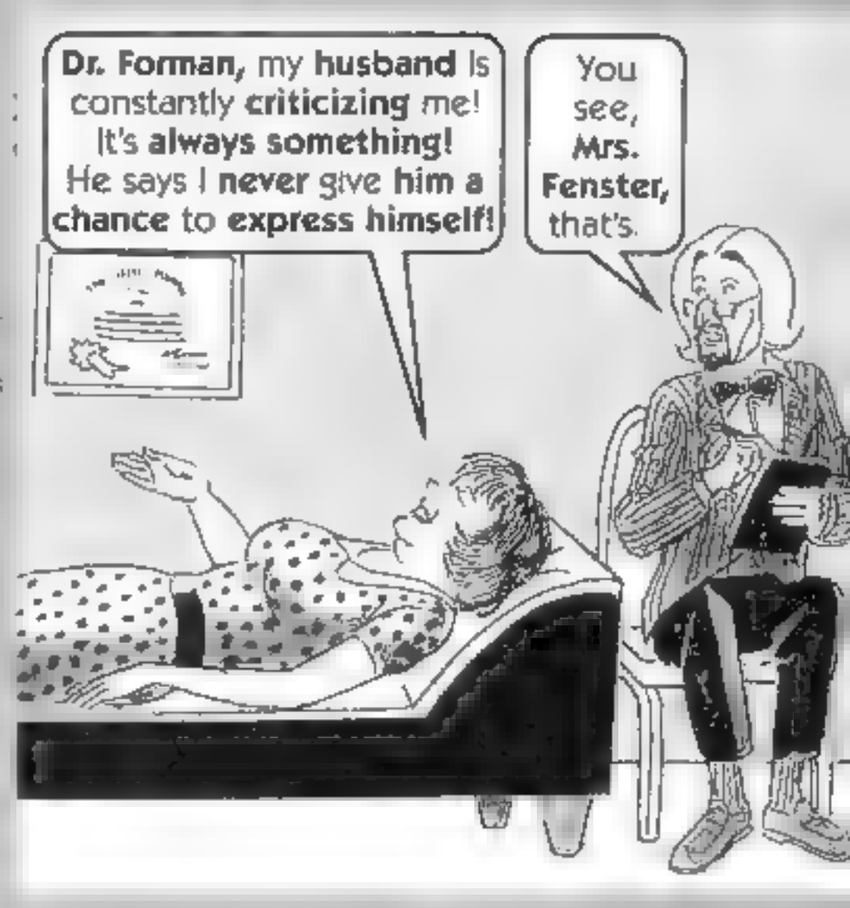
WILLS

When my grandmother **passed away,** she had her **ashes** strewn all **over this mall!**
Why did she do **that?**
Because she knew **that way** I'd **visit her** a **couple of times** a week!

PHILOSOPHY

FINANCES

THERAPY


Dr. Forman, my **husband** is constantly **criticizing** me! It's **always something!** He says I **never** give **him a chance** to **express himself!**
You see, **Mrs. Fenster,** that's.

PREPAREDNESS

Let's see now.. I've **packed** the **CDs, snacks, video tapes...**
Looks like **you** and your **friends** have a **fun day planned,** Ann!
Fun day? Are you **kidding,** Dad? We have to **study** for the **biggest exam** of the **semester!**

SALESMANSHIP

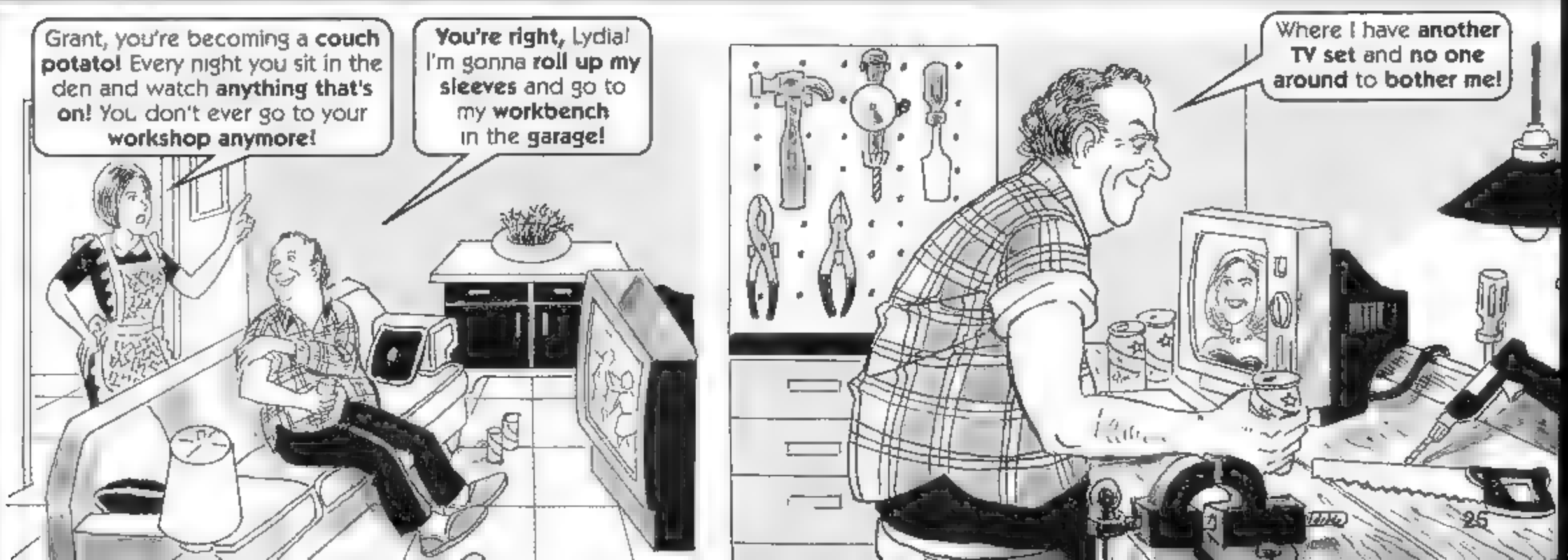
Either way, I'll have to wash it!
Is this set built well? My friend, I guarantee you it will last a hundred-plus years!
Okay, you talked me into it! I'll take it!
Great! And here's another good tip — pay the extra $50 for the insurance program in case the set breaks down after the 30-day warranty expires!

EXPERTISE

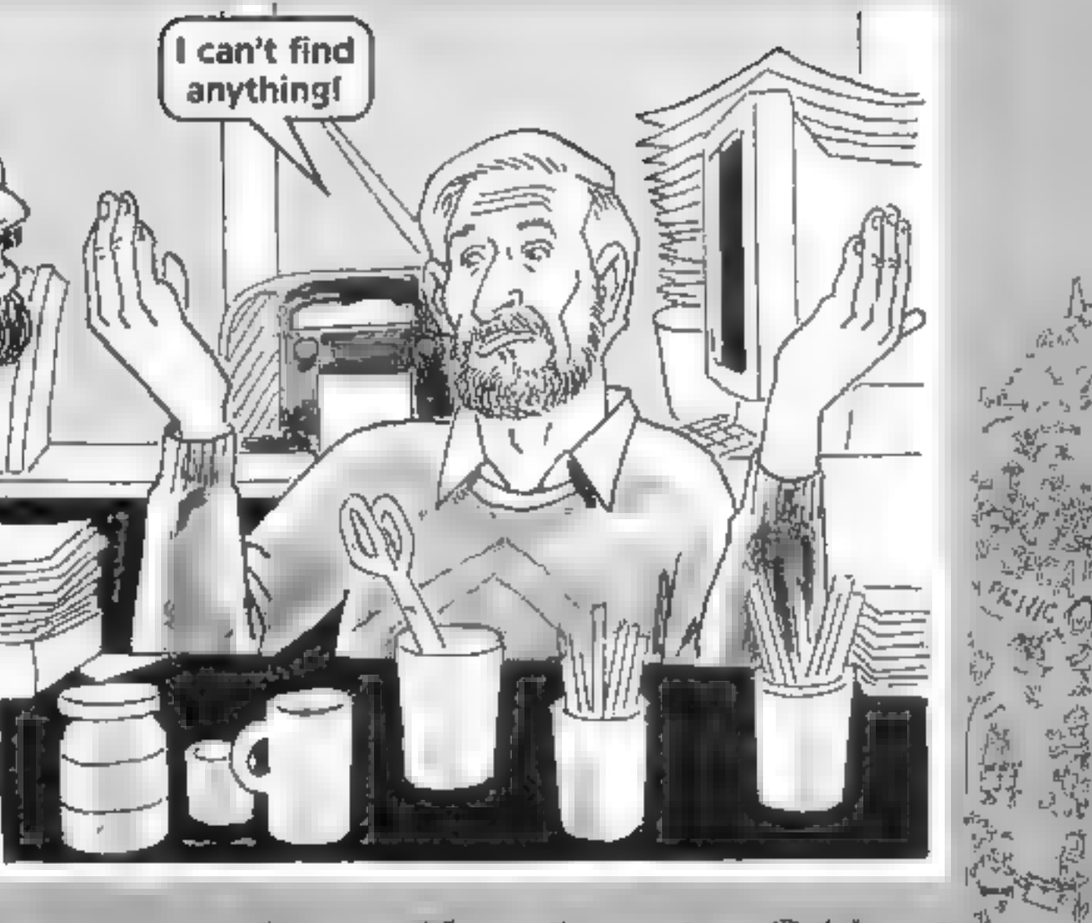
Be quiet and listen to me, Doctor!
You have a really large selection of fishing lures! Which ones do the fish like most?
To tell the truth, I wouldn't know!
BAIT & LURES
Fish aren't my customers!

In the '80s you read about one airline crash too many and decided from then on you'd travel only by Amtrak...Aren't *you* the genius!

ACTIVITY


Grant, you're becoming a couch potato! Every night you sit in the den and watch anything that's on! You don't ever go to your workshop anymore!
You're right, Lydia! I'm gonna roll up my sleeves and go to my workbench in the garage!
Where I have another TV set and no one around to bother me!

THE OFFICE



SHOPPING

Wait a **moment, Jason!** I have to **get** some **perfume!**
This is **where** they **sell perfume?** Gee, I thought **this** was the **magazine counter!**
Why did you think **that,** young man?
It **smells** like a **magazine insert!**
GAP

When Michael Jordan retired you gave up your Bulls season tickets because you just knew you'd never get to see him play basketball again...Aren't *you* the genius!

DOCTORS

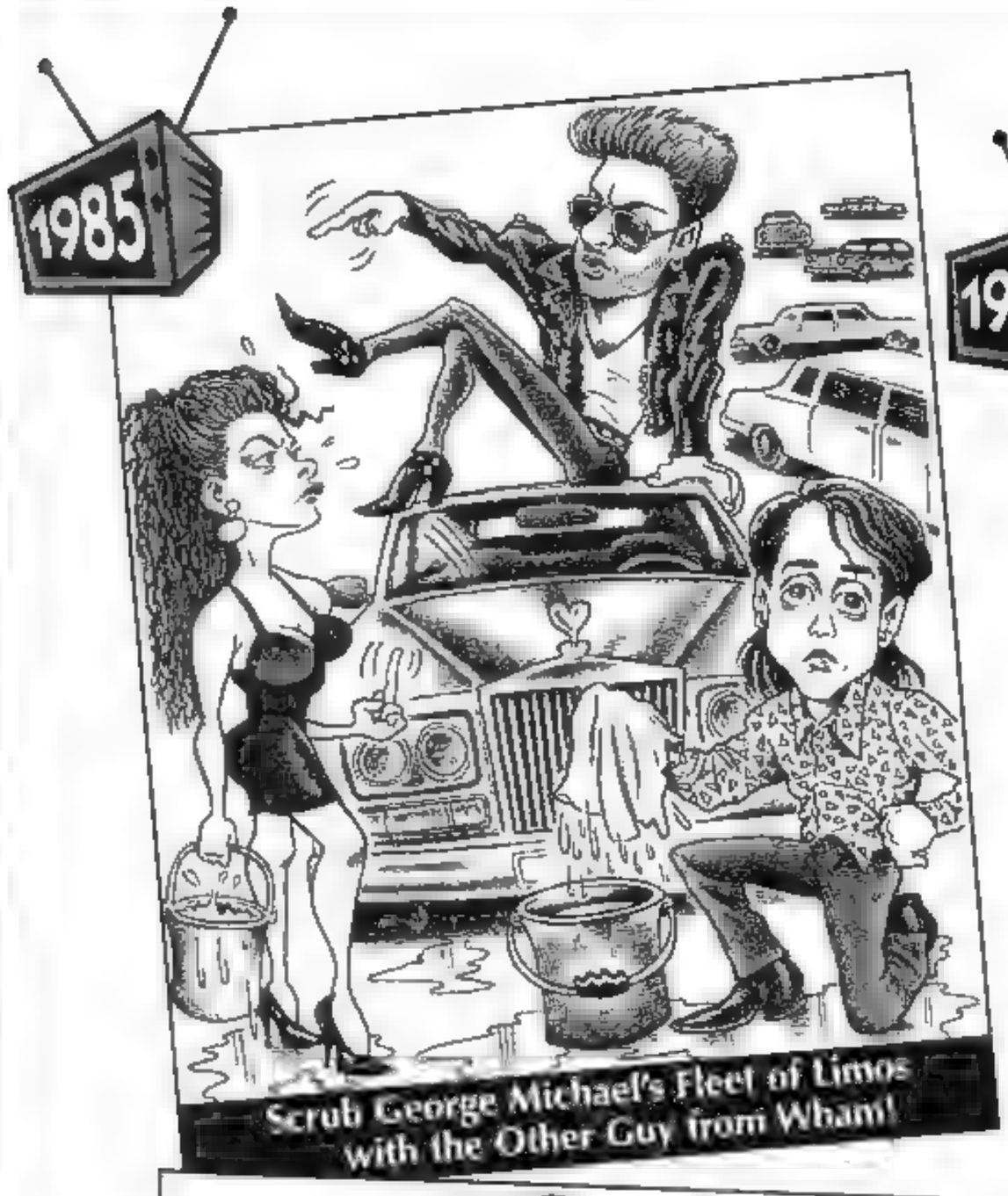
I've been feeling **rotten** for these last **four weeks,** Doctor! **Headaches, nausea, low grade *fever,* I can't sleep,** I'm **always tired...**
So **why** didn't you come to see me **sooner,** Kaputnik?
I was **waiting** until **I felt better!**
David Berg

DO YOU WANT PRIZE WITH THAT? DEPT.

When you think of MTV, what immediately comes to mind? Great videos? Umm...not lately! Clever game shows? Never! Cheesy contests? Bingo! Who in their cotton-pickin' mind thinks up their lame promotions? Win Bon Jovi's dilapidated old house! Win Michael Jackson's guitar! (Yecch! Who wants to touch anything of his?) And those are two of their better ideas! If you want to know the *really* bad ones, then put down that remote control and read...

THE WORST MTV CONTESTS OF ALL TIME

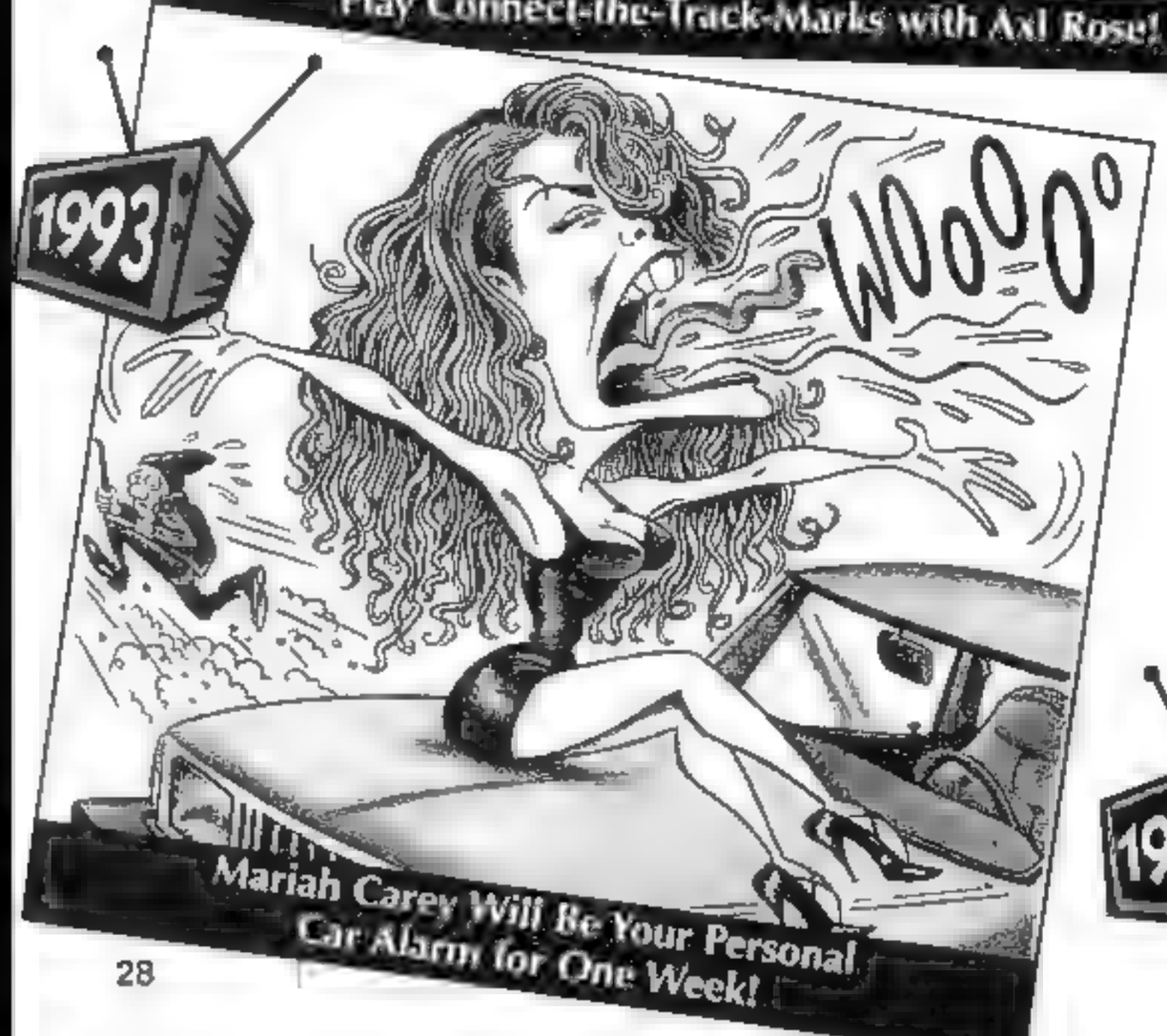
ARTIST: RICK TULKA WRITER: DESMOND DEVLIN

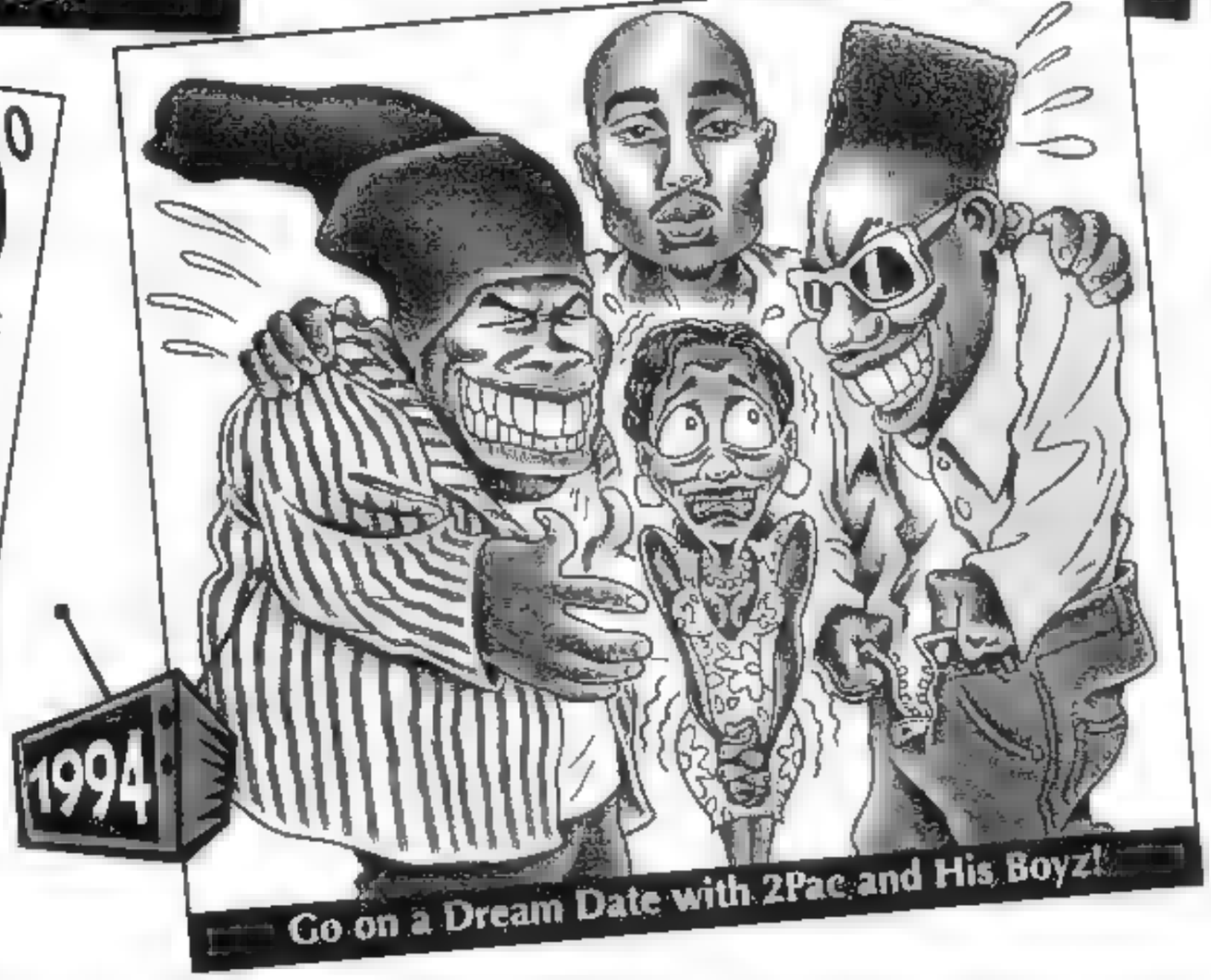

1985
Scrub George Michael's Fleet of Limos with the Other Guy from Wham!

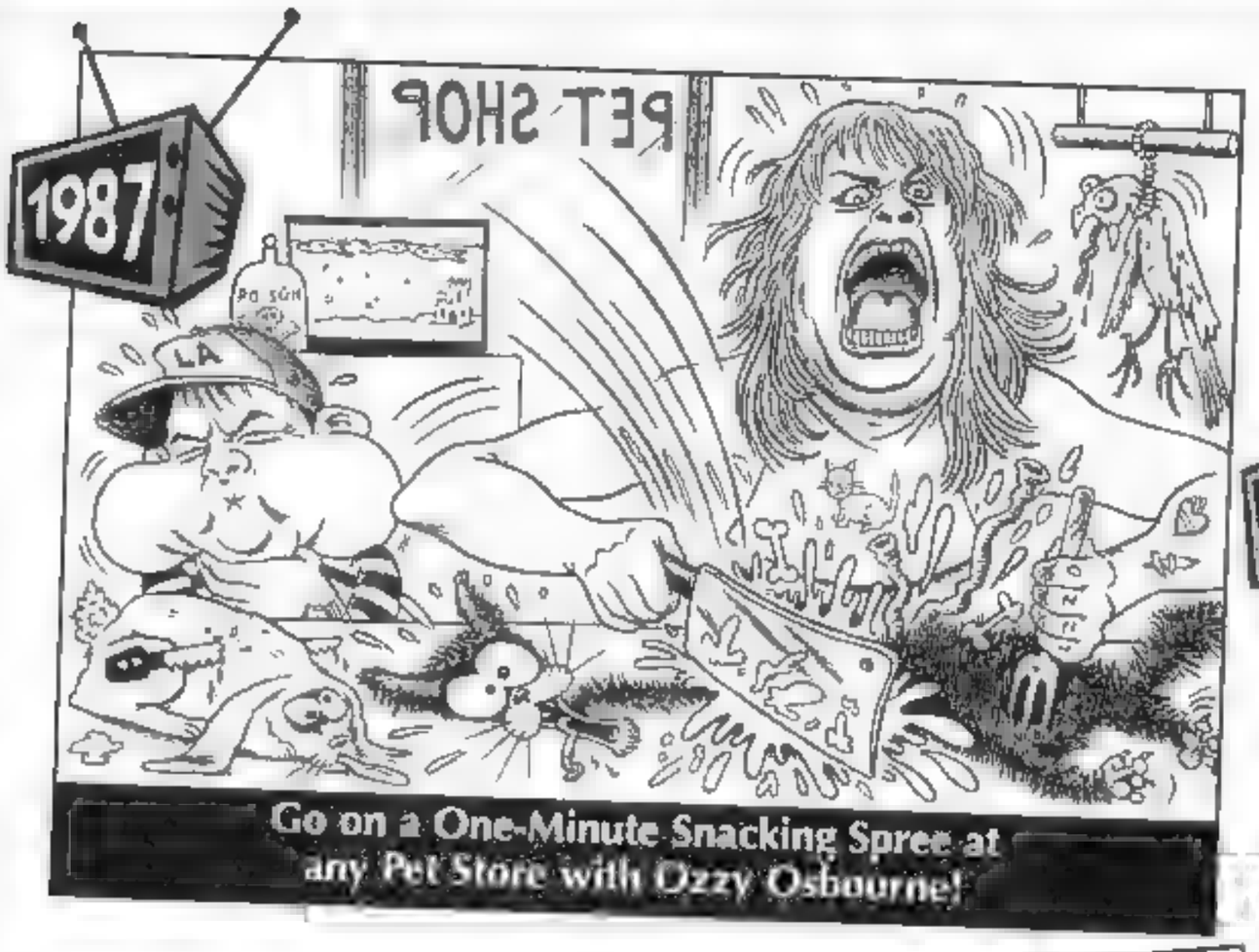
1986
USED
Go Shopping for Your Spring Wardrobe with Cyndi Lauper!

1989
WHAT, ME WORRY?
XXX
Play Connect-the-Track-Marks with Axl Rose!

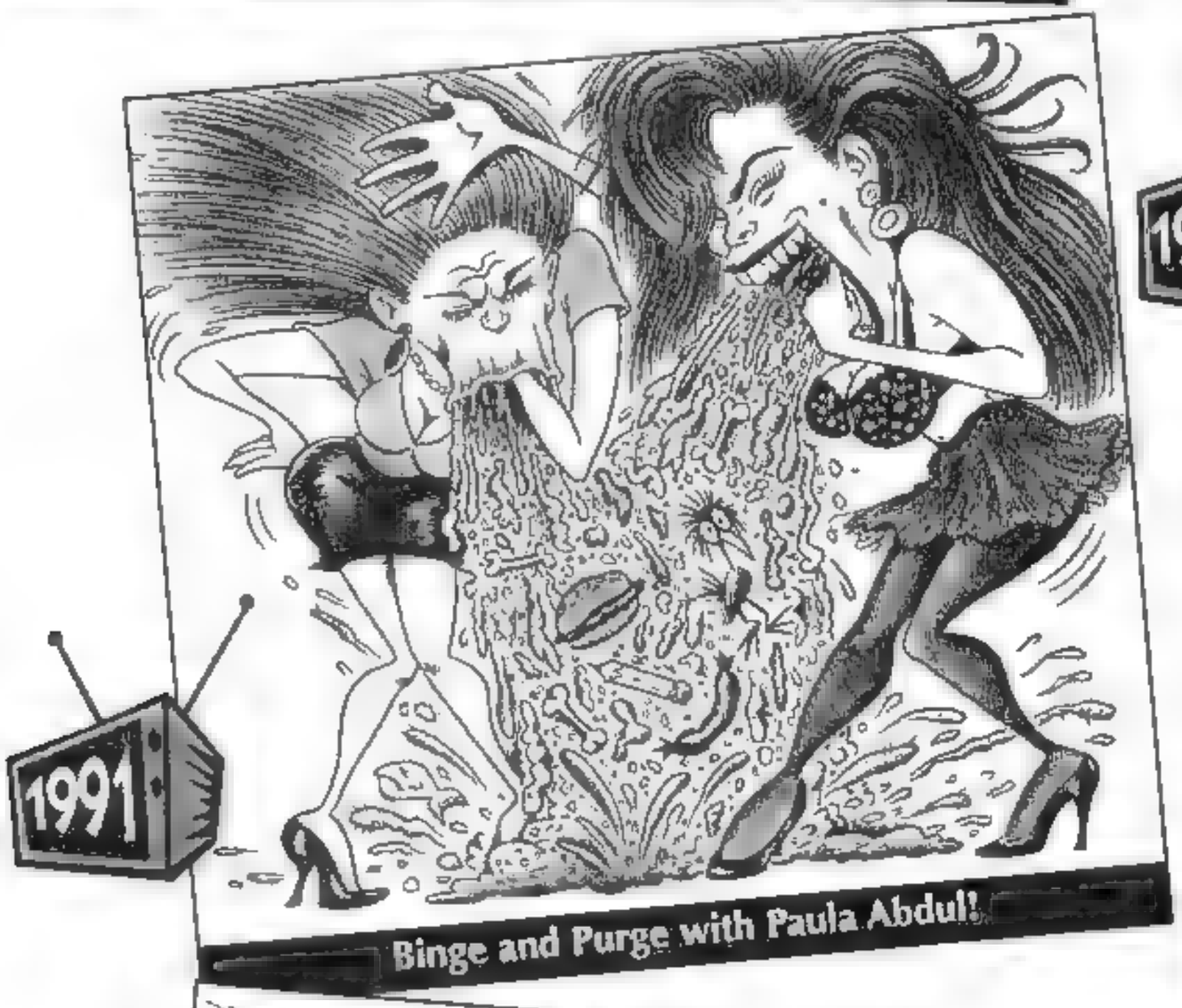
1990
CLICK
OH BABY
OH BABY
OH
Get Six Months of Singing Lessons from Milli Vanilli!


1993
WOOOO
Mariah Carey Will Be Your Personal Car Alarm for One Week!


1994
Go on a Dream Date with 2Pac and His Boyz!


1987
PET SHOP
LA
Go on a One-Minute Snacking Spree at any Pet Store with Ozzy Osbourne!

1988
DON'T WORRY, BE HAPPY
I DON'T THINK SO!
BOBBY McFERRIN
DETONATOR
Win a Rare 12" Extended-Play Club Mix of "Don't Worry, Be Happy"!


1991
Binge and Purge with Paula Abdul!

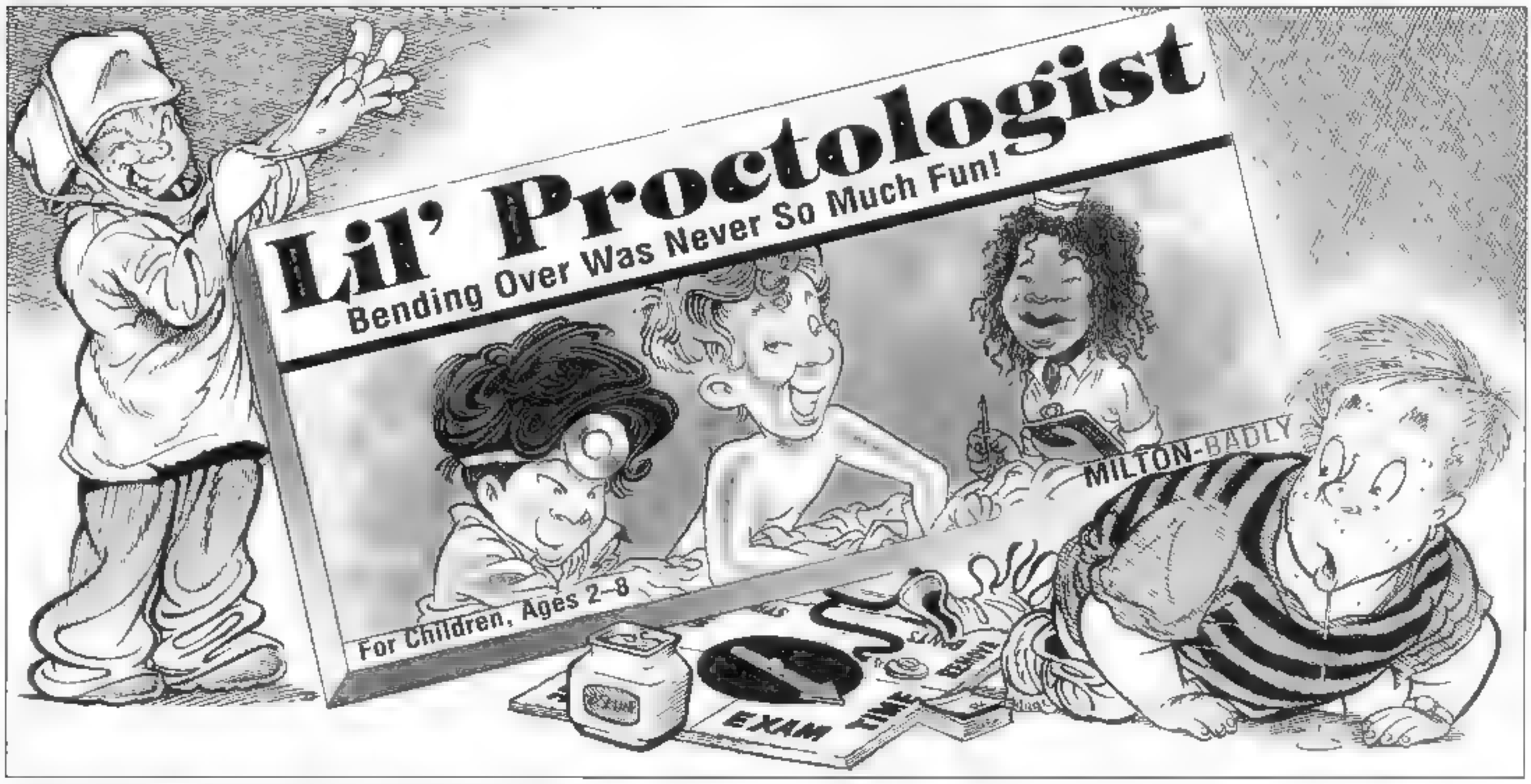
1992
BANG
Men at Work, Debbie Gibson, Mr. Mister, Wang Chung, Billy Ocean and Loverboy All Perform LIVE at YOUR HOUSE! (An $80 Value!)

1995
Tour the Vatican with Sinead O'Connor!

1996
WELKUM HOME
ROME
OH
N.Y
PARIS
LONDON
TULKA
MTV Flies You Anywhere in the World While TLC House Sits for You!

TOYS AREN'T US DEPT.

EACH YEAR, TOY MANUFACTURERS COME UP WITH THOUSANDS OF IDEAS FOR NEW BOARD GAMES. A SELECT FEW ARE PRODUCED AND GO ON TO BECOME KIDS' FAVORITES (E.G. MONOPOLY). OTHERS ARE PRODUCED AND GO ON TO BE MASSIVE FAILURES (E.G. THE MAD MAGAZINE GAME)! BUT, FOR ONE REASON OR ANOTHER, MOST NEVER EVEN MAKE IT PAST THE DESIGN STAGE, LIKE THESE . . .

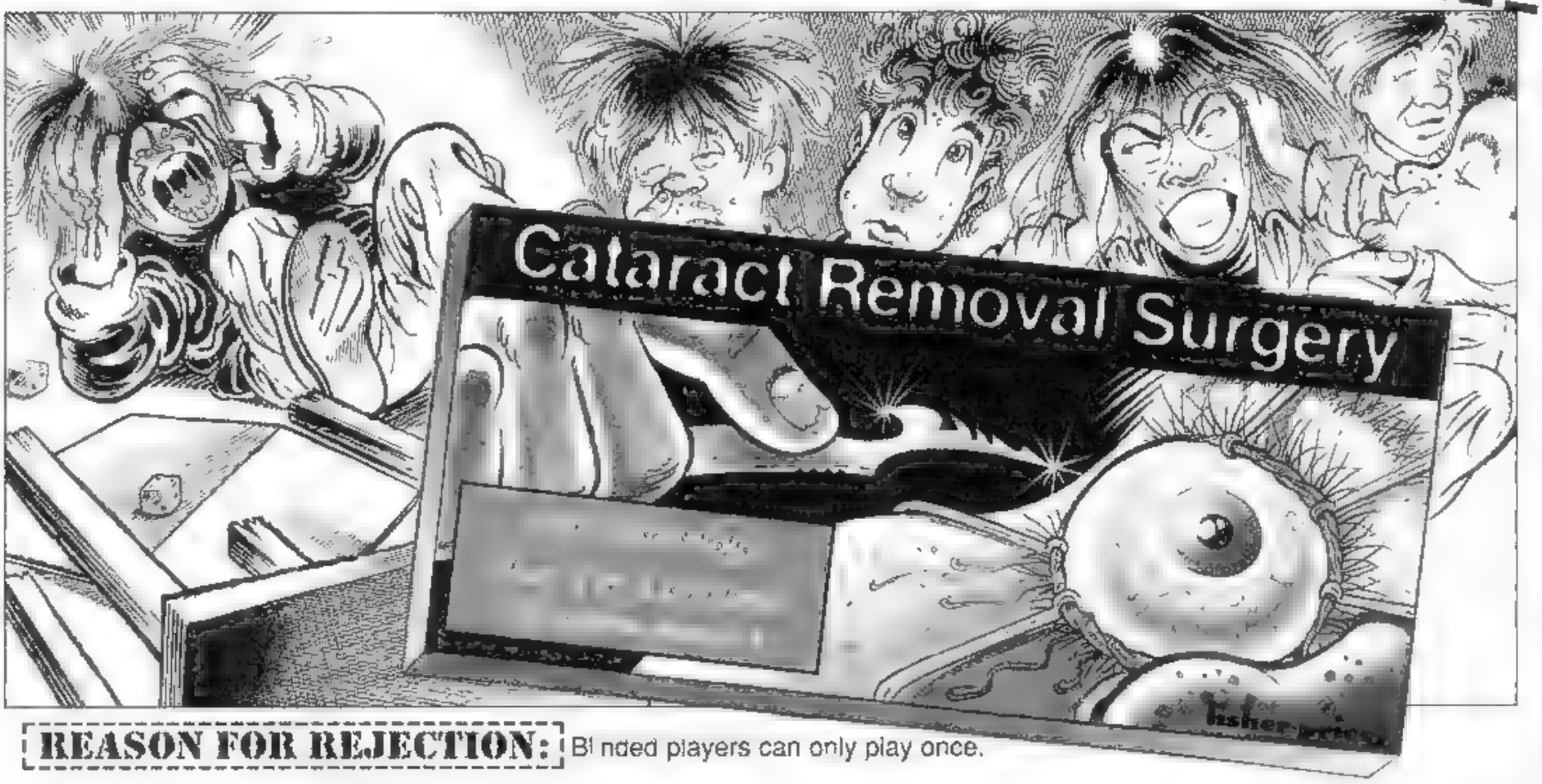


REASON FOR REJECTION: Small children may choke on enclosed rubber gloves.

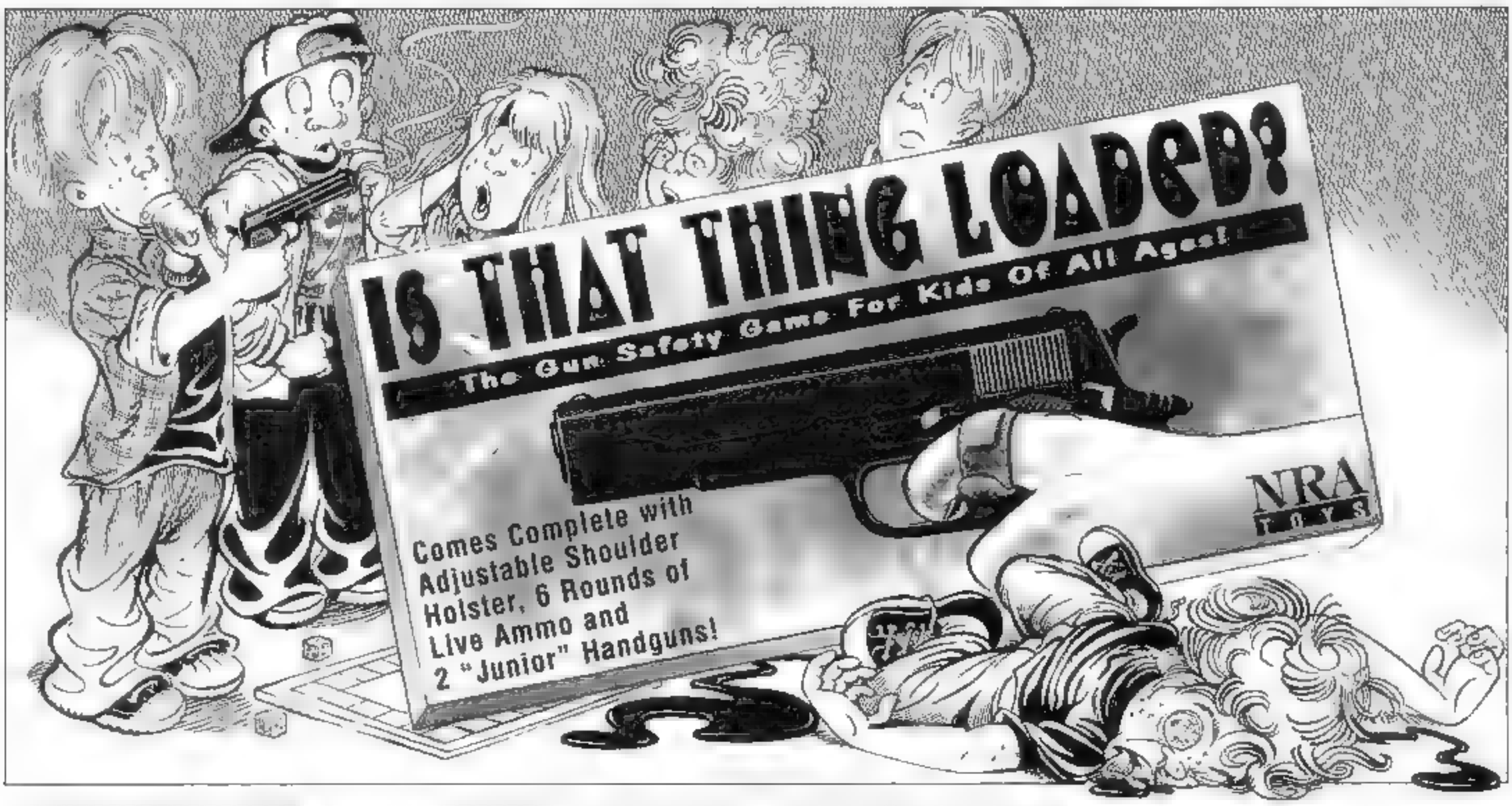
REASON FOR REJECTION: Consumers likely to be interested in a professional wrestling game probably unable to read the instructions.

BOARD GAME REJECTS

ARTIST: STEVE SMALLWOOD WRITER: MICHAEL GOODWIN



REASON FOR REJECTION: Blinded players can only play once.


IS THAT THING LOADED?
The Gun Safety Game For Kids Of All Ages!
Comes Complete with Adjustable Shoulder Holster, 6 Rounds of Live Ammo and 2 "Junior" Handguns!
NRA

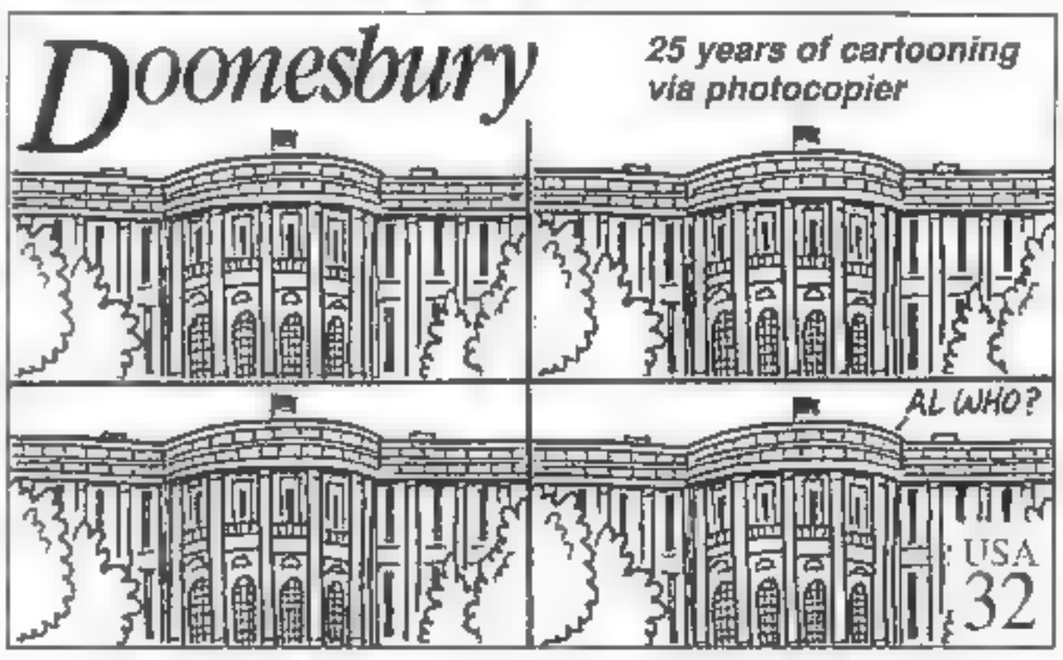
REASON FOR REJECTION: Company attorneys felt selling handguns to minors was "probably il egal."

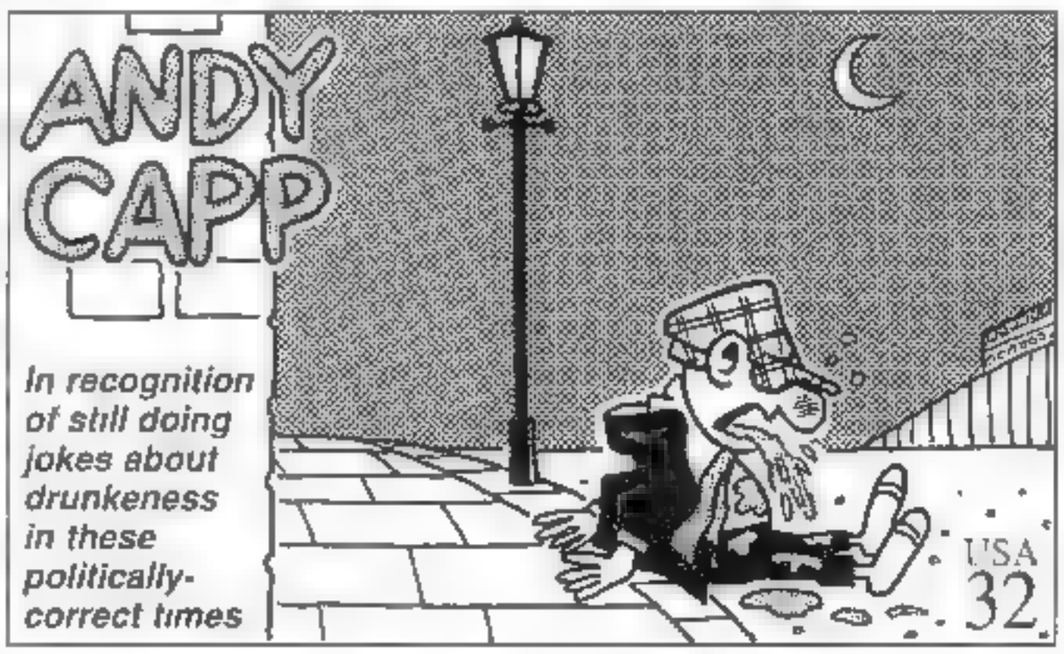
When the PLO and Israel signed their milestone Peace Accord, you said to your wife, "Honey, it's finally safe to book that vacation to the Middle East." Aren't *you* the genius!

COMMEMORATIVE STAMPS FOR MORE RECENT COMIC STRIPS

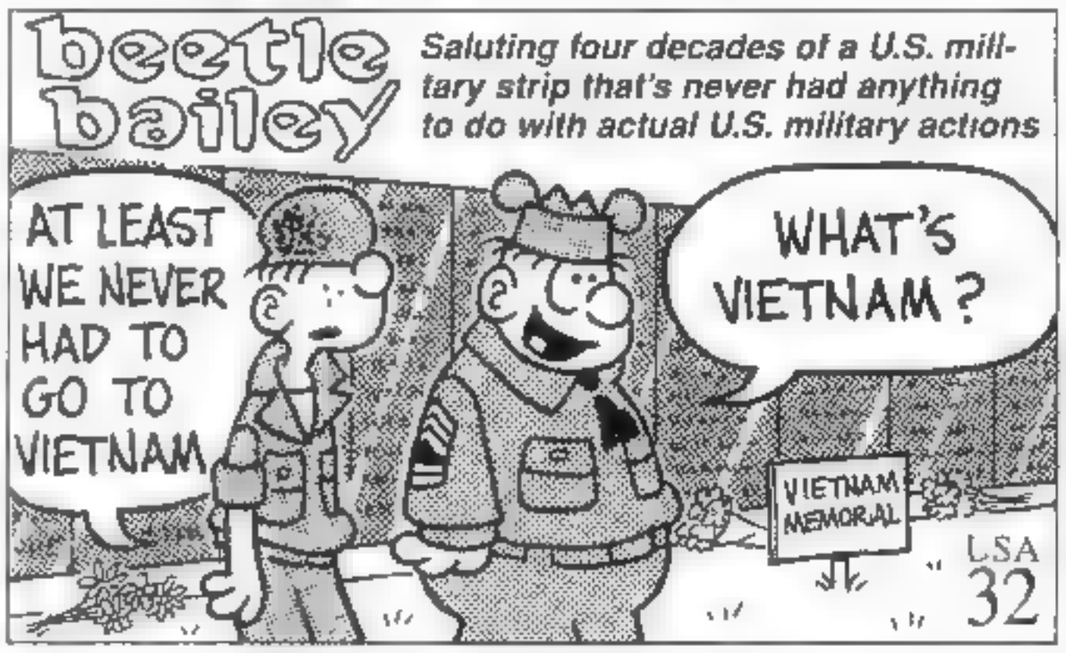
True, the postal service recently released postage stamps honoring the 100th anniversary of the comic strip, but the ones they're honoring are really ancient, like Krazy Kat and The Yellow Kid! This got us stuck on a first class idea: how about honoring comics of more current vintage for their achievements! Namely, by specially delivering these...

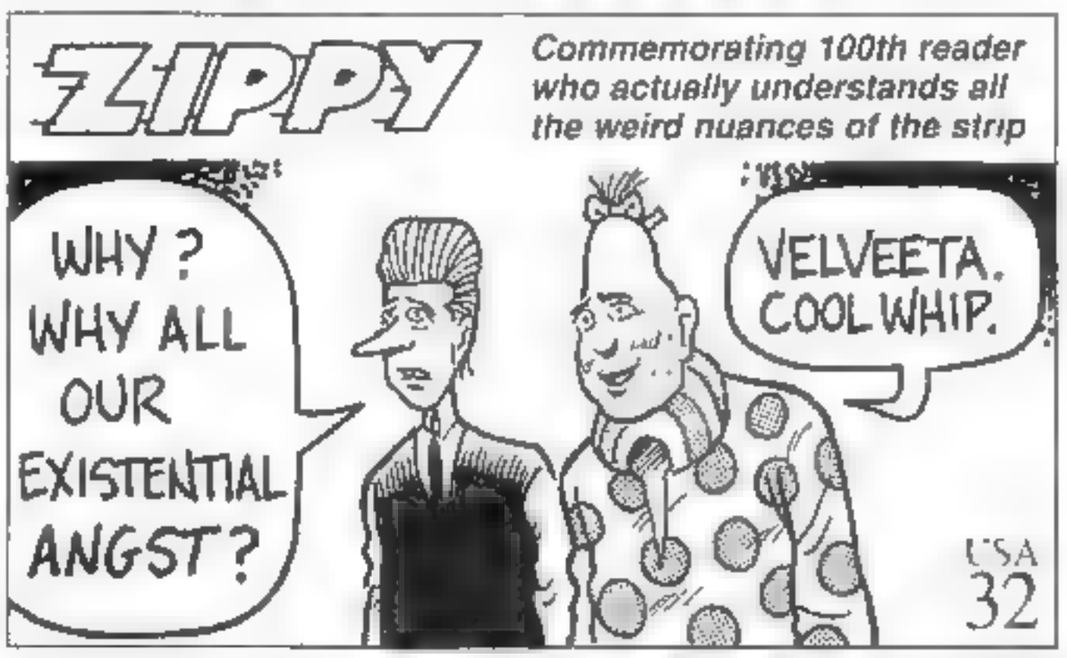
ARTIST AND WRITER STEVE GREENBERG



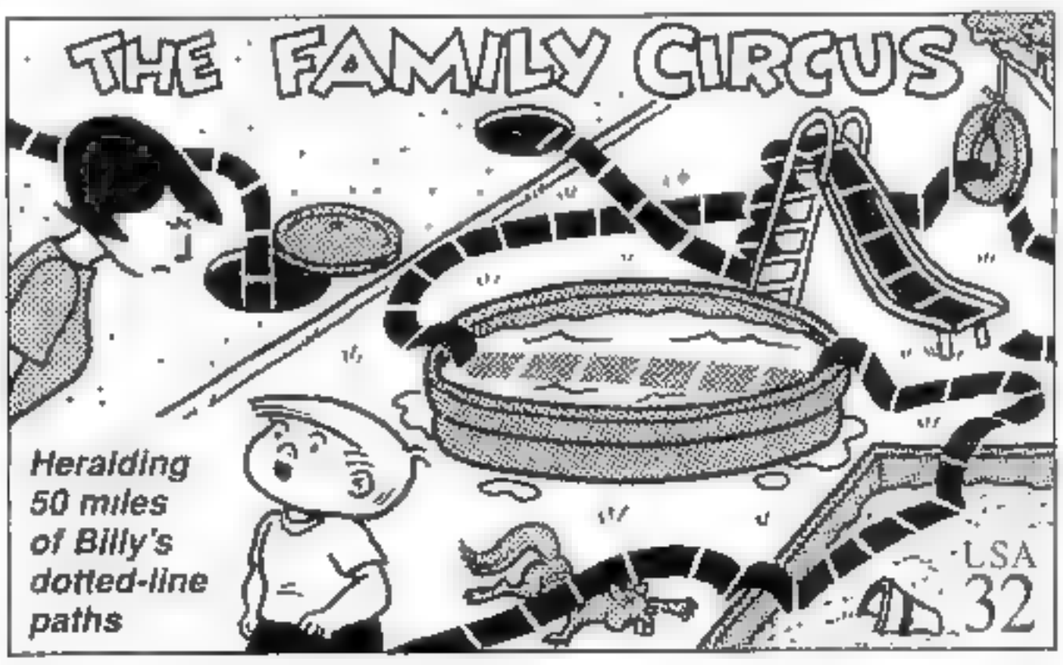


Gasoline Alley
and
MARY WORTH
Depend
Honoring strips not popular with younger readers but which newspapers don't dare drop for fear of losing their senior citizen readers
USA 32

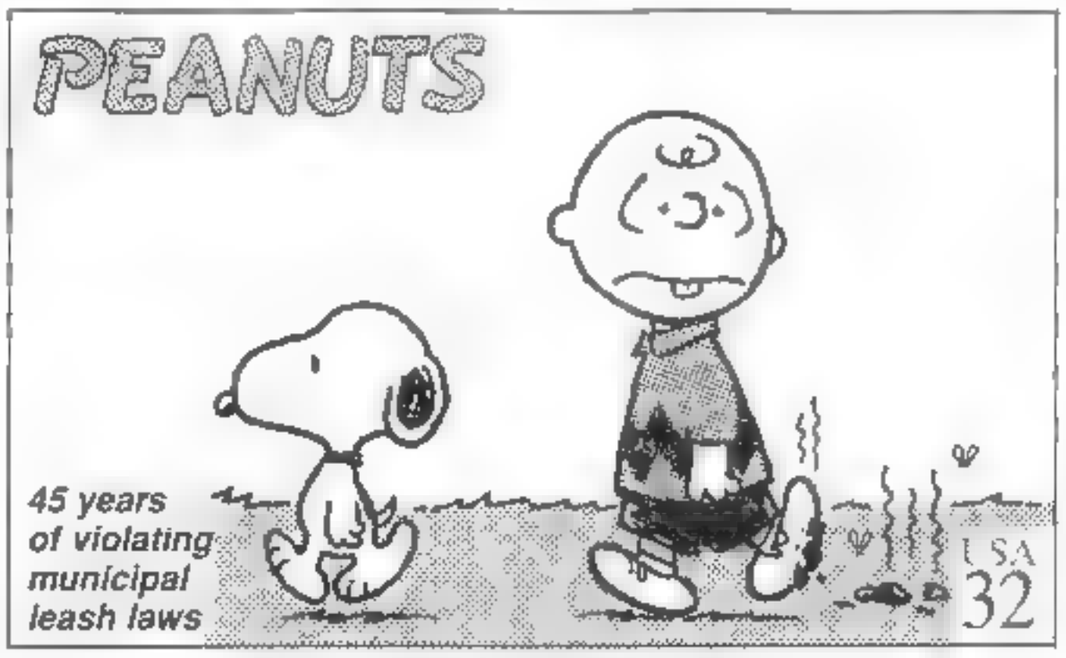

beetle bailey
Saluting four decades of a U.S. military strip that's never had anything to do with actual U.S. military actions
AT LEAST WE NEVER HAD TO GO TO VIETNAM
WHAT'S VIETNAM?
VIETNAM MEMORIAL
USA 32


ZIPPY
Commemorating 100th reader who actually understands all the weird nuances of the strip
WHY? WHY ALL OUR EXISTENTIAL ANGST?
VELVEETA. COOL WHIP.
USA 32

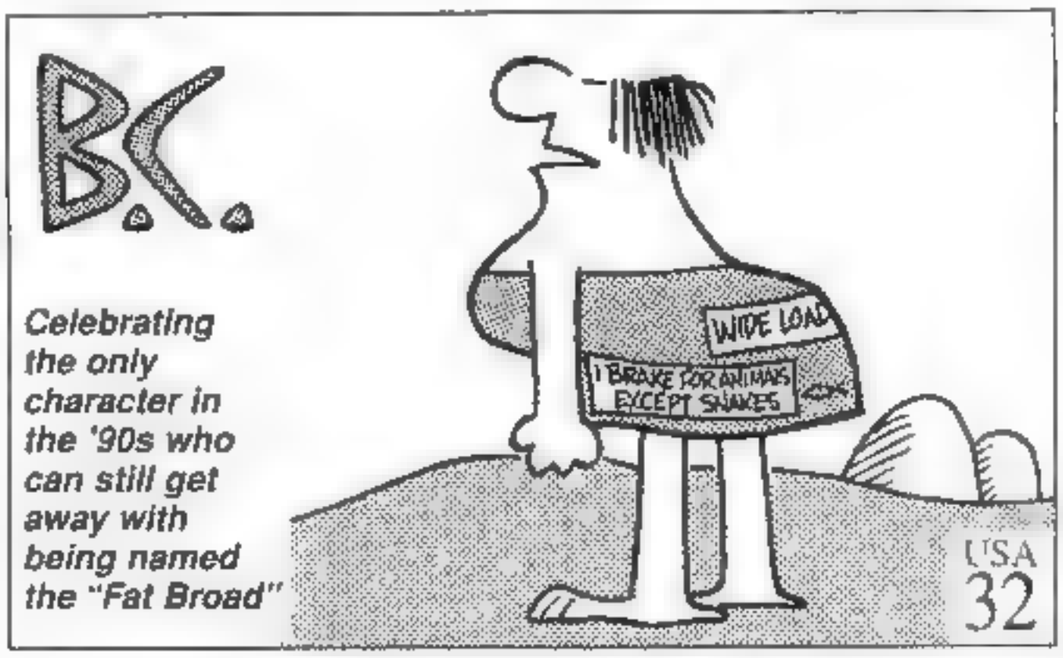
When Michael Jackson married Lisa Marie you thought,
"Hey, I guess the dude's normal after all"...Aren't *you* the genius!



Heralding 50 miles of Billy's dotted-line paths



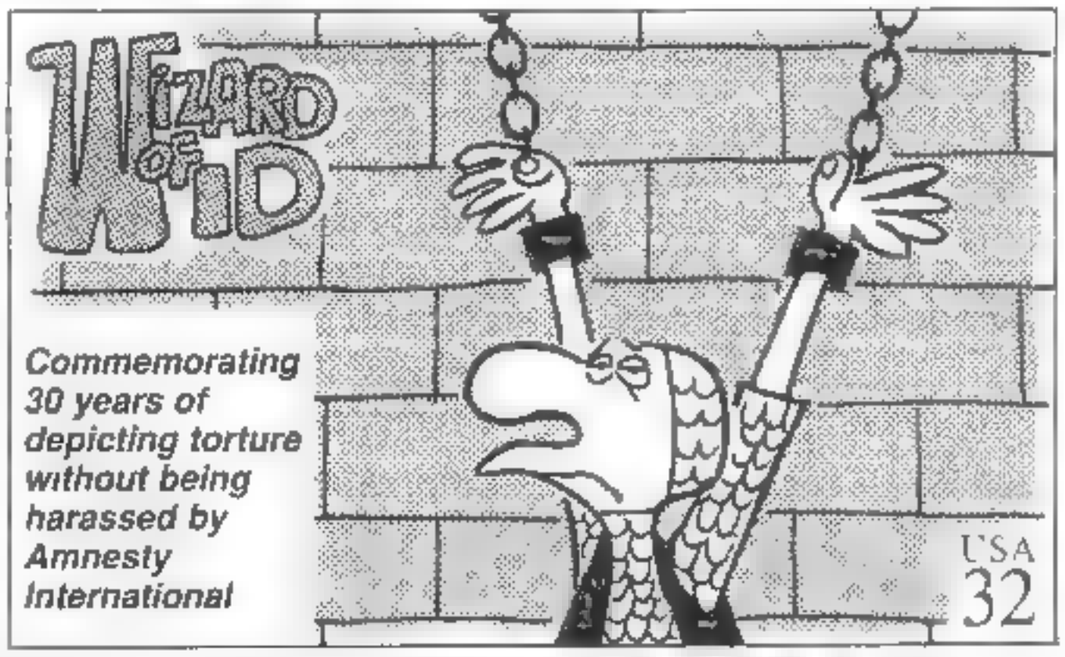
45 years of violating municipal leash laws



Celebrating the only character in the '90s who can still get away with being named the "Fat Broad"

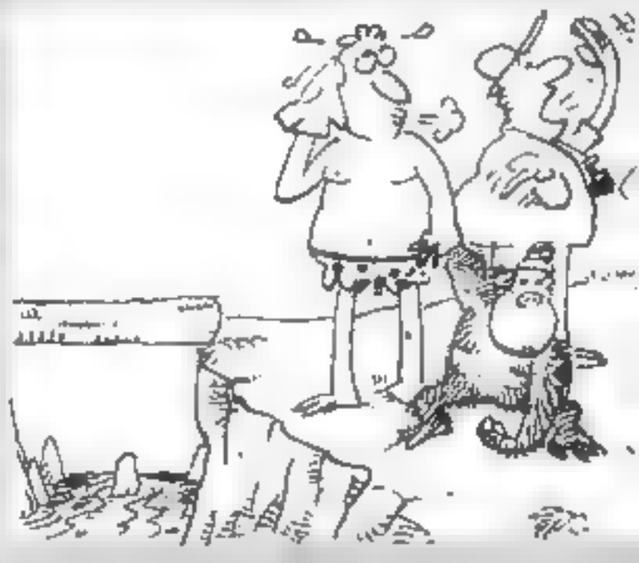
Saluting the all too infrequent quitting-while-you're-ahead strip

Promoting dysfunctional relationships

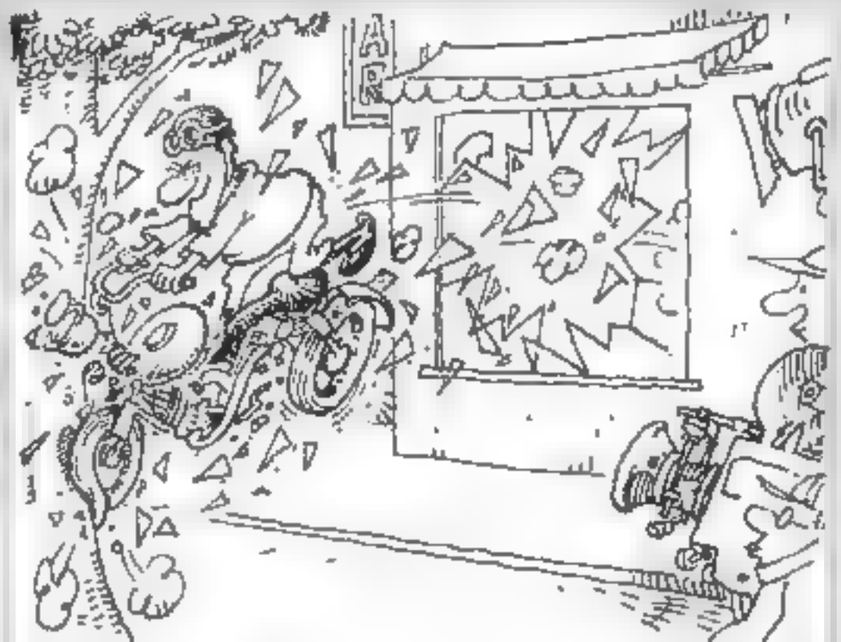


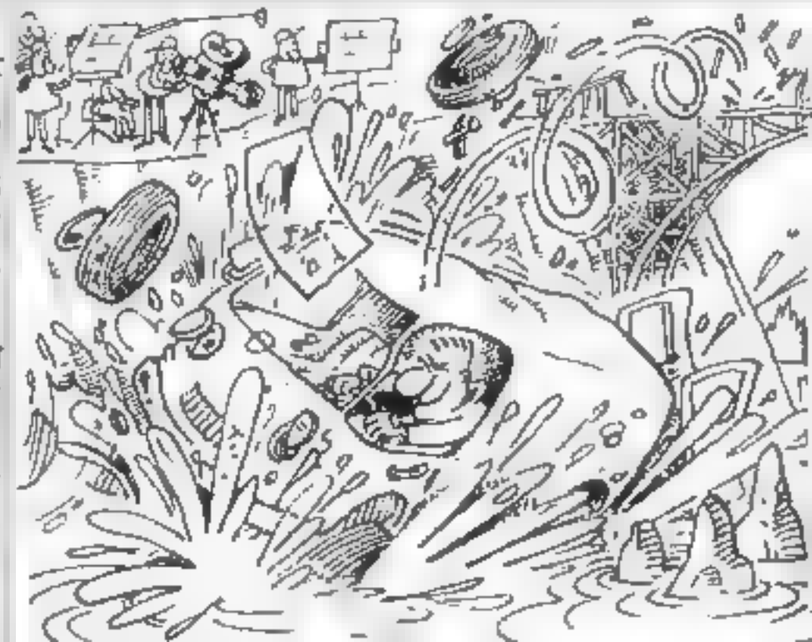
Commemorating 30 years of depicting torture without being harassed by Amnesty International

A MAD LOOK AT...



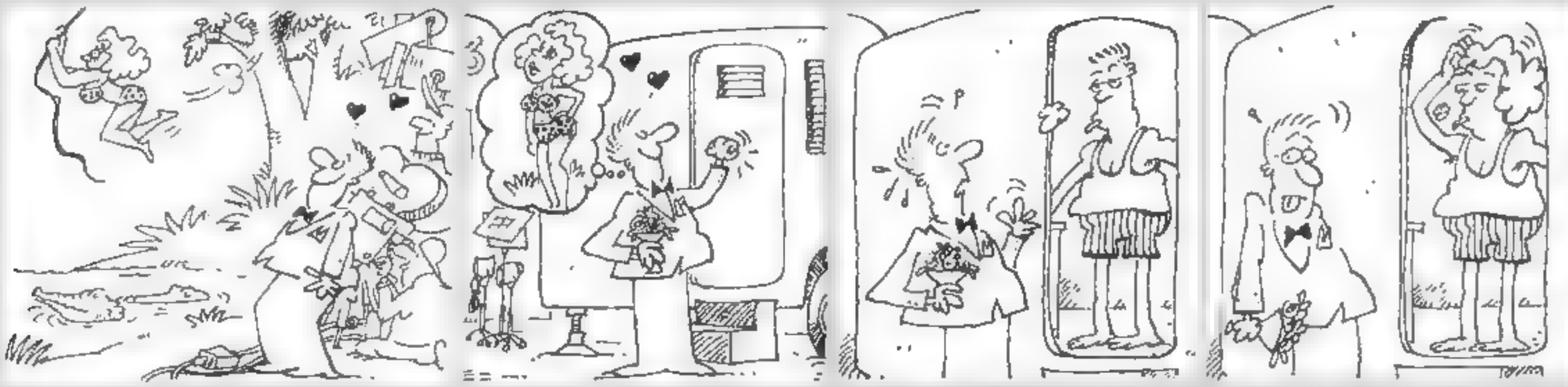
When he first appeared on MTV you had a hunch Pauly Shore would be the next important comedy talent of his generation.. Aren't *you* the genius!

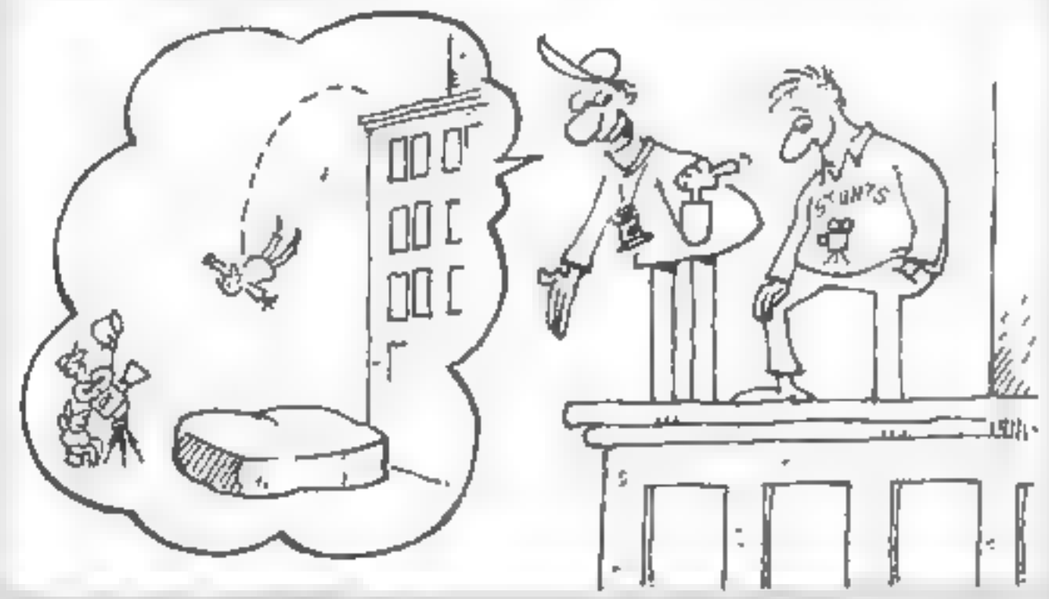


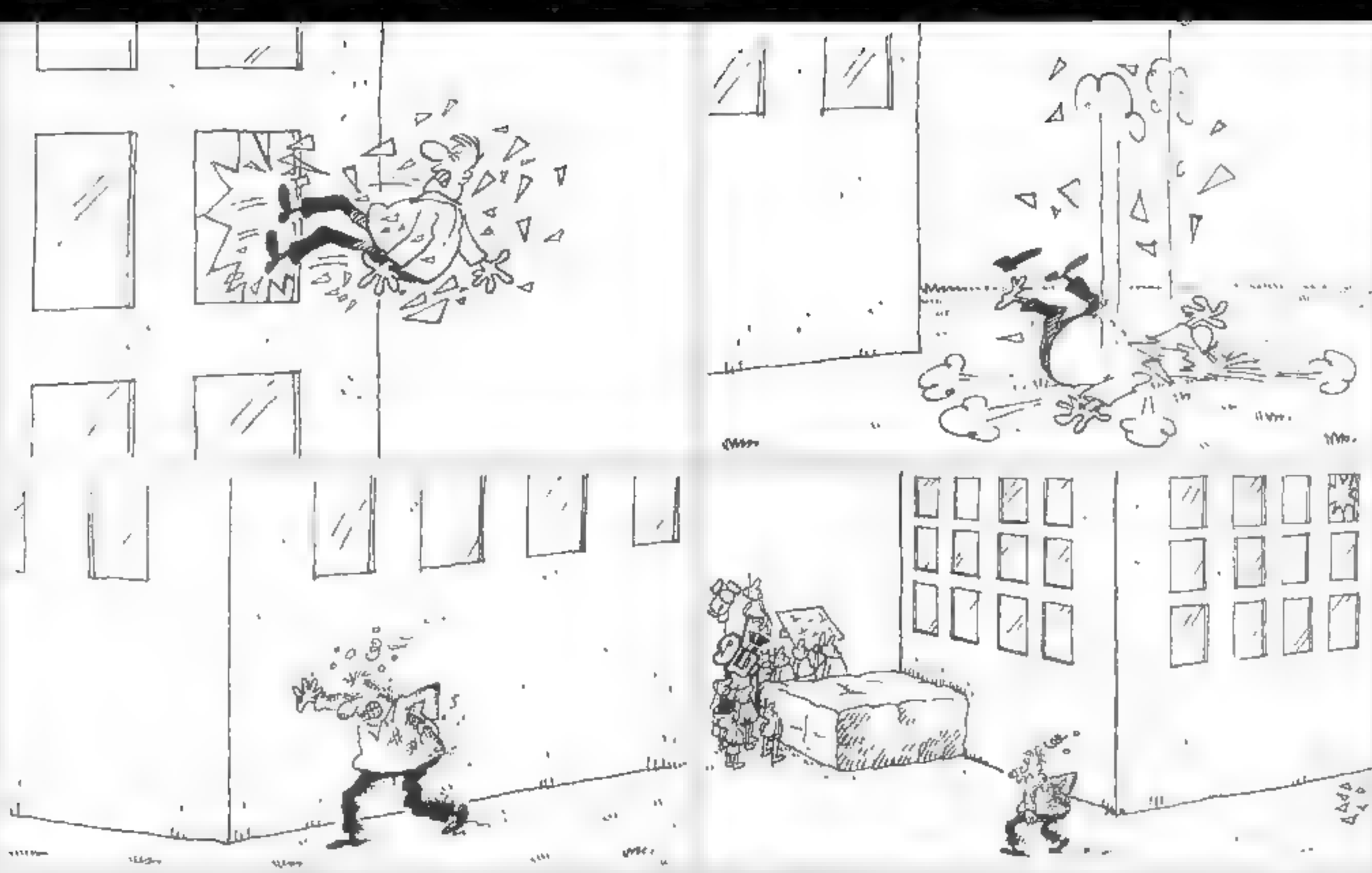


STUNTMEN

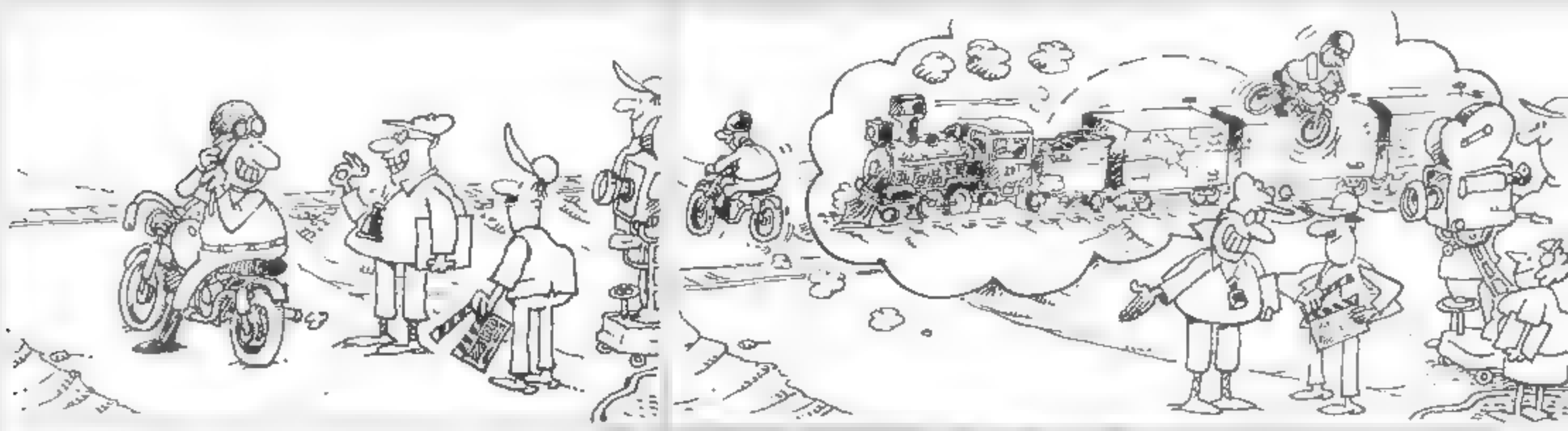
ARTIST AND WRITER: SERGIO ARAGONES

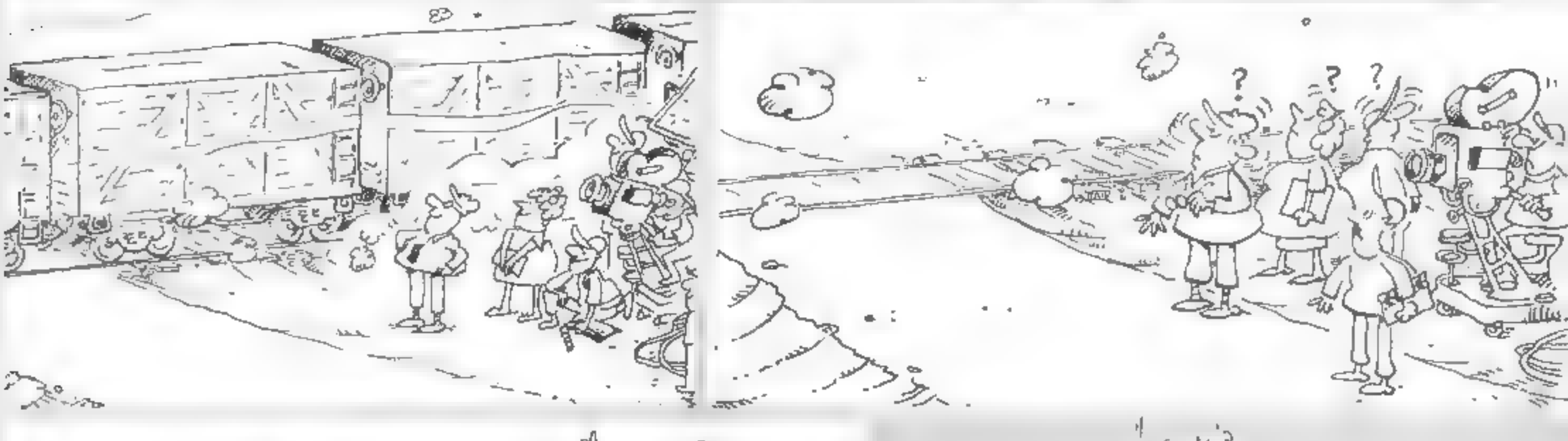






When Michael Keaton walked away from his *Batman* role you figured, "There goes that franchise — they can't make another *Batman* sequel without THE Batman"...Aren't *you* the genius!





TWO SIDES OF THE CON DEPT.

ARTIST: GEORGE WOODBRIDGE WRITER: DESMOND DEVLIN

Have you ever wondered why some poor shlub who tries to declare his 40-inch TV as a business expense ends up arguing with his cellmate over who gets to be the wife, while billion-dollar companies like U.S. Steel and Exxon get their tax refunds personally hand-delivered by the Secretary of the Treasury? Well, have you? Nah—knowing you, you're way too busy wondering what Darkwing Duck looks like naked! So we'll let you enjoy your own private mind-pluck, while you completely ignore...

YOU'RE A CROOK

YOU'RE A BUSINESSMAN

ROOKCROOKCROOKCROOKCROOKC

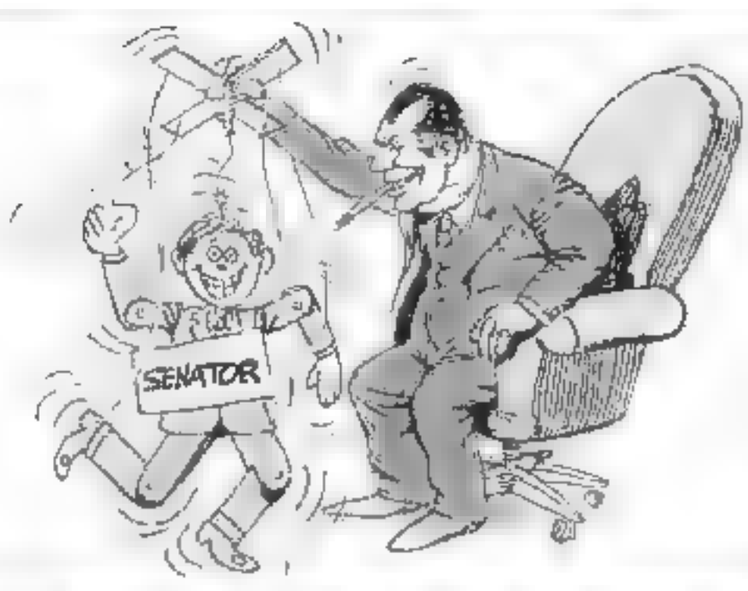
If you intimidate store owners into paying protection money with the threat that if they don't cough it up they just might lose everything
–You're A Crook

But if you happen to own a sports team, and treat an entire city the same way
–You're A Businessman

If you insist on an extra 25% charge for making sure that "nothing gets broke or lost"
–You're A Crook

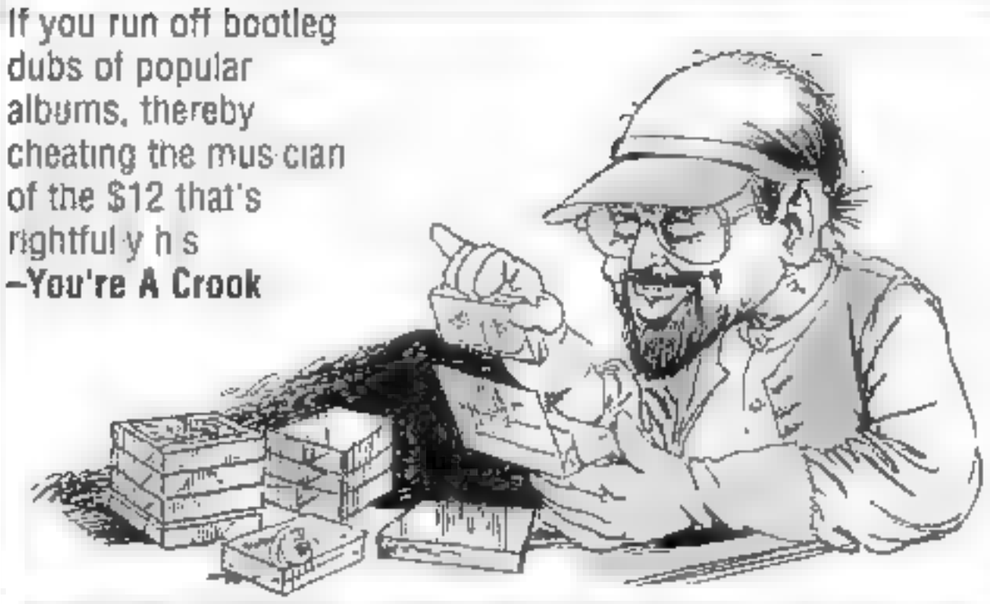
But if you impose the same fee for handing out the concert tickets that a machine just spit out
–You're A Businessman

If you hire thugs and goons to bust a un on
–You're A Crook



But if you hire Congressmen to do it
–You're A Businessman

If you run off bootleg dubs of popular albums, thereby cheating the mus cian of the $12 that's rightful y h s
–You're A Crook



But if your attorneys dream up a contract that pays the same musician about $12 for every m llion albums he sells
–You're A Businessman

USINESSMANBUSINESSMA

ROOK CROOK CROOK CROOK

If you break thumbs and crack kneecaps to make a buck
– You're A Crook

But if you sell a skateboard or rollerblades to every putz who comes into your store, so he can go out and do the job himself
– You're A Businessman

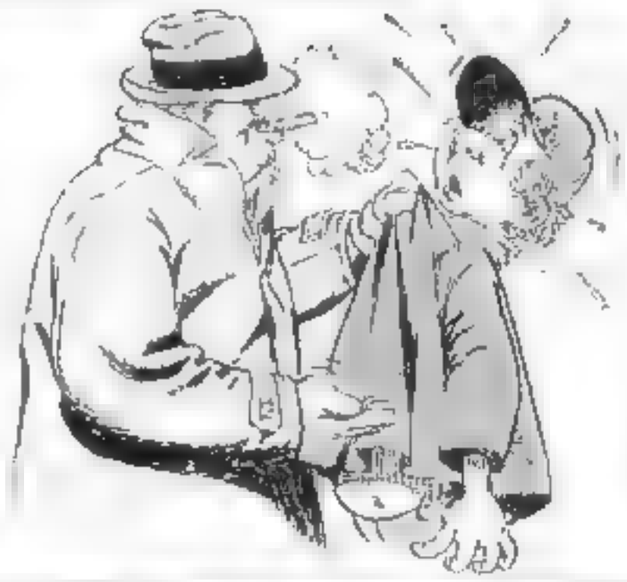
If you try to get someone to work for your company at less than the minimum wage
– You're A Crook

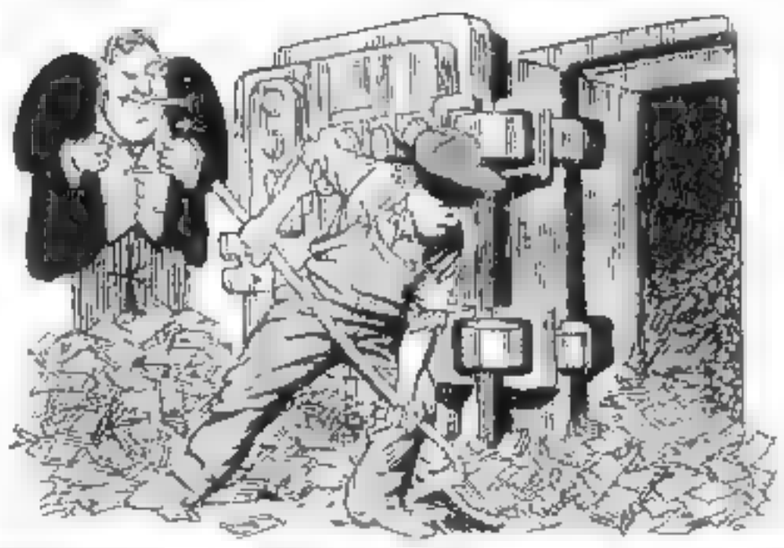
But if you put your company in Ryder vans and move it to a nearby country where you can hire a dozen workers for less than the cost of a can of Pepsi
– You're A Businessman

If you make cheap video copies of *Die Harder* and *Pulp Fiction* to sell on the corner or at shady street fairs
– You're A Crook

But if you produce cheap rip-offs of those films to sell in actual video stores
– You're A Businessman

If your business involves loaning people free money, but making them cough up outrageous interest rates if they're even one second late in paying
– You're A Crook



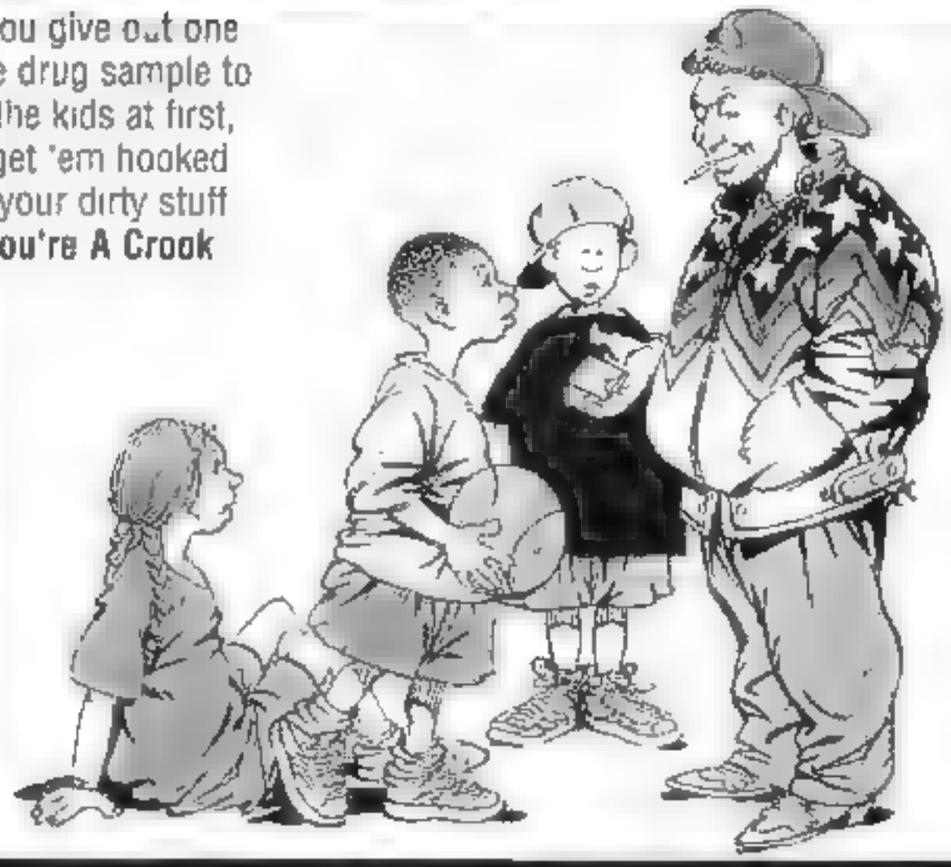


But if you're the president of Visa Discover or American Express
– You're A Businessman

BUSINESSMAN BUSINESS M

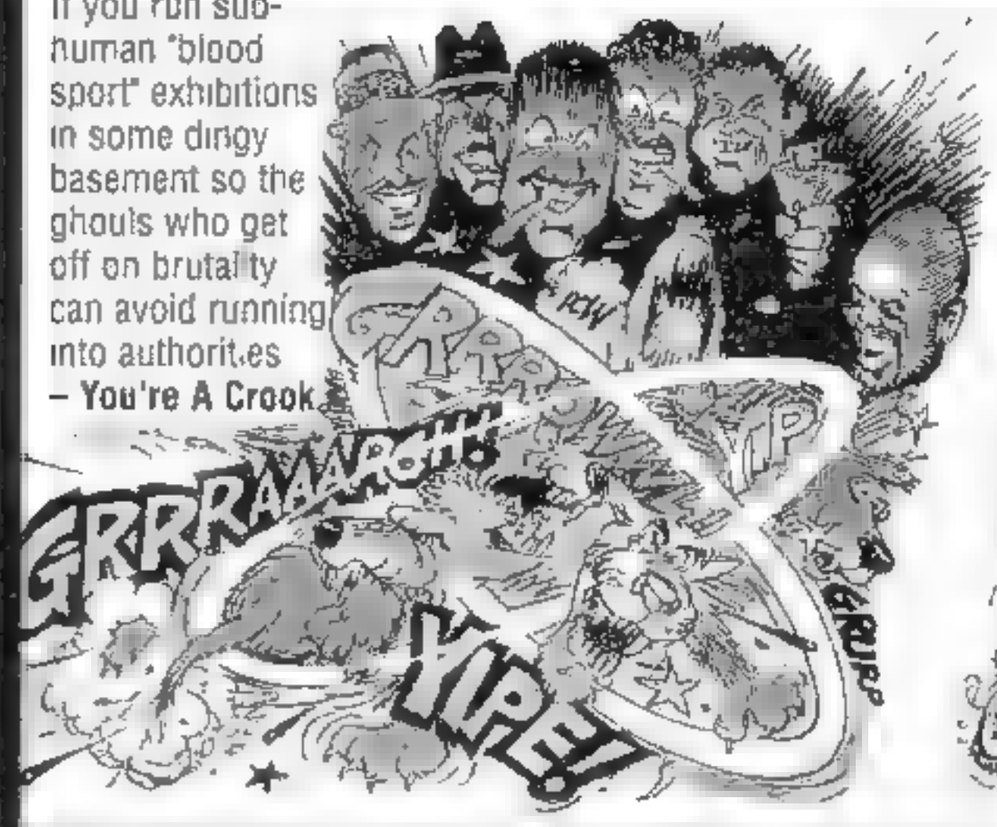
KCROOKCROOKCROOKCROOKCRO

If you give out one free drug sample to all the kids at first, to get 'em hooked on your dirty stuff
– You're A Crook



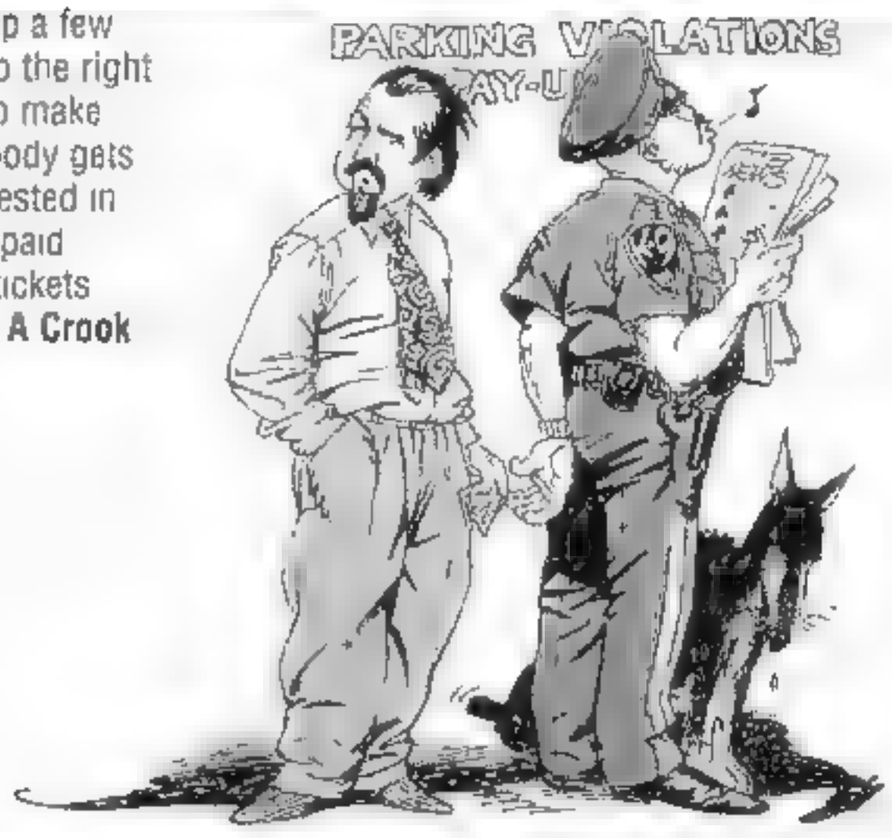
But if you descramble the Disney Channel for just one weekend, to get those brats to scream until Mom and Dad pony up the 10 bucks a month
– You're A Businessman

If you run sub-human "blood sport" exhibitions in some dingy basement so the ghouls who get off on brutality can avoid running into authorities
– You're A Crook



But if you call the whole thing the "Ultimate" something-or-other and put it on pay-per-view
– You're A Businessman

If you slip a few dollars to the right people to make sure nobody gets too interested in those unpaid parking tickets
– You're A Crook



But if you slip a few million dollars to the people who can make sure nobody sees those pesky research papers that show how your cigarettes cause cancer
– You're A Businessman

MANBUSINESSMANBUSINES

Hi! We're the Wholesome Twins, Ashwipe and Mary Cakes!

That's right! And when it came time for MAD to investigate an activity filled with hair-pulling, vicious chokes, elbow shots and the splatter of blood, they realized that nobody knew that kind of violence like us!

Yeah, those mall appearances can be brutal! But at least they made us immune to the gore we'll be seeing when MAD goes to

THE EXTREMELY ULTIMATE FIGHTS

SEE A MAN HEMORRHAGE!

THE AMERICAN NIGHTMARE

RECOMMENDED FOR SADISTIC AUDIENCES CONTAINS SEVERAL HOMICIDES

JF$US

BUNK

KICKBOXING VS TAE KWON DO VS SHA NA NA VS FA FA FA VS KARATE VS BABA BOOEY VS KUNG FU VS FOO FIGHTERS VS BOUTROS BOUTROS-GHALI VS BA DA BING BA DA BOOM VS SLAPFIGHTING VS DON HO VS YO-YO MA VS SPY

ARTIST: TOM BUNK
WRITER: DESMOND DEVLIN

Ooooo! He took a vicious hit to the groin, followed by the famous "Pancreas Pull" hold! This is the most brutal display of savagery I've ever seen!

And that's just the guys in line for beer!

Hello there girls! I'm Marky D. Sodd, promoter of Extremely Ultimate Fighting! Glad you could make it!

It was very tough, Mr Sodd! Tonight's event was supposed to be in Denver, Colorado!

Yeah, but the cops said I couldn't hold it there, so I moved it to Roanoke, Virginia this morning! But all ticket holders will be honored! If they want a refund, all they have to do is drive to the ticket office in Roanoke and their money will be returned!

Your fighters face off in a patented octagon ring! What made you think of the eight-sided concept?

How many sides are there in a boxing ring?

Four!

So how many front rows are there in the audience?

You thought Courtney Love and Kurt Cobain would prove that true love can overcome alcohol abuse, heroin and self-destructiveness...Aren't you the genius!

It's **sad** that we **live** in a **world** where so many **people** like **us** would pay **money** to see **several hours** of **nonstop brutality!**

"Several hours"?!? When you match up **losers** like **these guys**, the **whole thing** only lasts about **two minutes!** You spend **more time listening** to the **National Anthem** than you do watching **actual fighting!**

You mean there's all this **buildup**, and then the thing's **decided** in a **minute and a half?** Why on earth am I **paying** for this, when I **already have** my **sex life?** At least that's **FREE!**

ATTENTION! VICIOUS ANIMALS

...ch, **four!**

And how many **front rows** do we have?

Eight!

And if you can **charge** these **bloodthirsty dummies ten times more** money for a **front row seat**, and you have **twice as** many front rows

Whoa! What **greed!** And I thought the word **"extreme"** referred to your **fighters!**

Wow! This **whole thing** looks **very danger-ous!**

Nonsense! None of our **athletes** has ever **spent** one **night** in the **hospital!** The **morgue**, sure — **hospital**, never!

That's **awful!** What kind of **sick organization** offers up its **own members** as **human sacrifices?**

Ever hear of the **National Rifle Associ-ation?**

The format of **Extremely Ultimate Fighting is simple!** Fighters **face-off** in a **first round bout** and the **winners move on**, unless they're **hurt** and have to be **replaced!** The goal is to **keep your opponent down**, but if the **action halts**, the **fighters stand** and **start over!** Finalists meet in a **no-time-limit, 30-minute match!** If no one **wins**, it's a **draw**, but our **judges** still **pick a winner!** That man stands alone as our **champion**, **except** when we have a **bonus Superfight** between **two other guys!**

Wow! I bet you consider **car rental agreements** light **"bathroom reading"!**

This is **fighter Dan Septic!** We're going on the ***Larry Kink Show*** here at the arena to **defend Extremely Ultimate Fighting!**

Dan, you'll be **facing all kinds** of **martial arts experts!** What's your **expertise?**

Jiu jitsu!

Gesundheit!

Ha! I **didn't know** you did **comedy!**

Haven't you ever seen ***Full House?***

Yes, **every week!**

Mr. Kink? We **understand** that you..

Hubba hubba! Are either of you gals **single?** Will either of you **marry me?** Answer **quick!** My **calendars free** through **next week!**

But we're **only 12-years old!**

Hey, **12 and 12 makes 24!** Okay, **forget it!** If you have any **older sisters**, just tell them to **meet me** at the **24-Hour Drive-Thru Church of the Sacred Pre-Nup** next Friday at 7!

Are you there, caller?

Yes, and I'd like to **tell Mr. Sodd** that his **so-called sport** is a **barbaric spectacle!** It's **cruel, vicious,** and makes me **ashamed** of the **United States!**

Whew! That's a **pretty harsh comment!**

It's **worse** than you **think!** That was **Saddam Hussein!**

Are you **comfortable** bringing this kind of **grotesque display** into the **homes** of **millions of Americans?**

Hey, **you're** the **one** who **kissed Marlon Brando** on the **lips!** You tell **me** which **TV event** was **tougher** to **watch!**

We're all **big boys!** And if we **want** to **put** our **bodies** on the line for the **big money**, it's **our decision!**

Aren't you **concerned** about **brain damage?** Or of **permanently injuring** an **opponent?** What kind of **living** could you **make then?**

We could always **ghost-write** your ***USA Today*** **column:** "No one **sings a song** like **Robert Goulet**...If you look up **'underrated'** in the **dictionary**, you see **Regis Philbin's photo**...I like **milkshakes!"** Do you really need a **working brain** to come up with **those?**

You knew if you waited long enough someone would come up with a simple, easy-to-use computer operating system — so you were first in line to buy WINDOWS 95...Aren't you the genius!

What we're doing has a long history! The Romans fed Christians to the lions, crucified thieves by the road and staged gladiator matches to the death! The only difference is we charge $39.95!

Right, and uh... your point being?

Julius Caesar was a schmuck! Pay-per-view, baby, pay per view!

You've convinced me! I'd like to see more of these events, perhaps on a weekly basis!

What made you change your mind, Larry?

The more of these fights, the more likely these guys'll kill each other! It's better to stop them before they can breed!

They hit you pretty hard back there!

Forget it! We just got a free hour of publicity on CNN! That's like saving a hundred and twenty bucks!

We try to have every type of athlete represented at the Extremely Ultimate Fights!

Like strikers, grapplers and boxers — those types?

Like Type A, Type B, Type O! C'mon! They're about to start!

Tale of the Tape

KEN WAYNE AMTRAK		CHEMO
29	Age	26
6'2	Height	5'11"
215	Weight	170
A	Blood Type	AB
None	Medical Coverage	AllState (full)
Wife	Next of Kin	Brother

For our next round, it's Amtrak versus Chemo! As you can see from The Tale of the Tape, Chemo's giving away three inches, and over 40 pounds to Amtrak!

However, Chemo has full medical benefits, and I understand he's already put his estate in order! So, I see this as a totally even matchup! In fact, it could be one of those all-time Extremely Ultimate classics that lasts two, maybe even three minutes!

Amtrak lays an elbow into Chemo! Chemo's eye has opened up! This is as brutal as the world of sports gets!

Not if you count one of Mike Tyson's dates!

Trapezius! It's gotta be trapezius!

Is that the exact muscle Amtrak is wrenching?

Huh? No — it's the nine-letter word I need for the crossword! You have to kill a lot of time once these guys get into one of these holds!

You could wrench that man's leg right out of the socket!

Whatever happens, happens!

For God's sake, how can you have that kind of total indifference to human suffering?

It's easy! I used to work at the Department of Motor Vehicles!

And Amtrak wins the match! Boy, you really hate to see an athlete hurt that badly!

Yes, and we're going to hate seeing it six more times in slo-mo!

So, what's your strategy for your next match with Dan Septic?

There won't be any next match! I'm bowing out now!

But you look completely healthy!

Yes, and I'd like to stay that way! I just found out what they pay the losers! It wouldn't even cover the TV rental at the hospital! Besides, I can make more money collecting all the empty beer cans the audience leaves behind and taking them in for recycling!

Rickson Gravy, you are not only a top fighter, but your brother, Royce, is a past participant!

That's right! All of the Gravy boys are karate experts since childhood! Our Dad was champion of Brazil!

Wow! Is there any family as skilled at inflicting cruel, agonizing pain?

Only the Wayans!

Ten years ago you bought an entire new set of metric tools so you'd be all ready for the conversion...Aren't *you* the genius!

And now our final fight — Gravy versus Septic! These two have taken grueling paths to get here! This is where the fatigue factor becomes so important!

Especially for the audience! We've been here two hours, and so far they've seen about nine minutes of actual fighting!

Our viewers should know that Extremely Ultimate Fighting requires a very slow, deliberate strategy!

What they're trying to do is find that one weak point in an opponent, and hammer at it again and again, over and over, until the constant, nonstop pounding leaves him unable to respond! A lot of people don't understand that!

But you fans of daytime talk radio will catch on immediately! Rush Limbaugh has been doing that to Clinton since the day he was elected!

DO NOT DISTURB

Oooh! A devastating hit to the groin! And another!

Yes, Bruce, that's one of Septic's specialties! I can't think of another star who's made more of a career out of the crotch shot!

What about Sharon Stone?

You fiend! How can you possibly sell this kind of so-called entertainment to the people of America?

You're absolutely right! Camera Three, get off those fans! Zoom in on the blood! I need to get these tapes into Blockbuster Video!

Royce Gravy has quit! He's the most spineless athlete I've ever seen!

How can you say that? He fought with supreme courage and skill!

Oh, the guy's brave, no question! What I'm saying is that thanks to Septic, Royce Gravy is literally spineless! Yeeuckkk!

Dan Septic, you've just won the Extremely Ultimate Fighting championship! Where do you go from here?

I'm going to Disneyworld!

NO BRAIN NO PAIN

Man, he wasn't kidding!

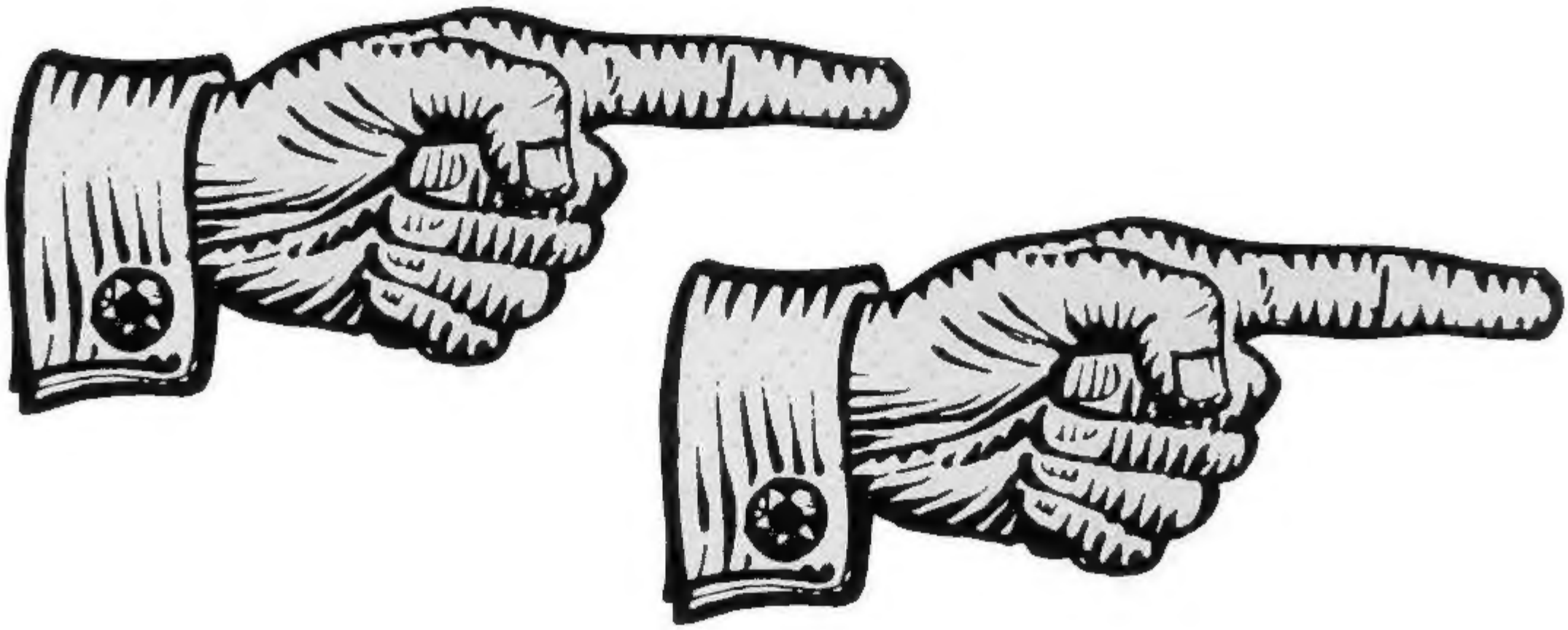
Well, there's only one thing more repulsive than this — the rest of MAD!

THE RIDICULOUS RENAISSANCE REVELATION

COMPOSITION
NAME
SCHOOL
LEONARDO! How do you like this DESIGN I created for a COMPOSITION NOTEBOOK?
DOOD
Oh, RAPHAEL! SHE'S BEAUTIFUL!
SHE?
YES! The way you HID HER in the DESIGN is pure GENIUS!
SPLISH
SPLAT
Of course, I would have added a LITTLE MORE WHITE here...and a TOUCH of white HERE...
You FOOL! You have RUINED my design! Now I have to DO IT OVER!!!

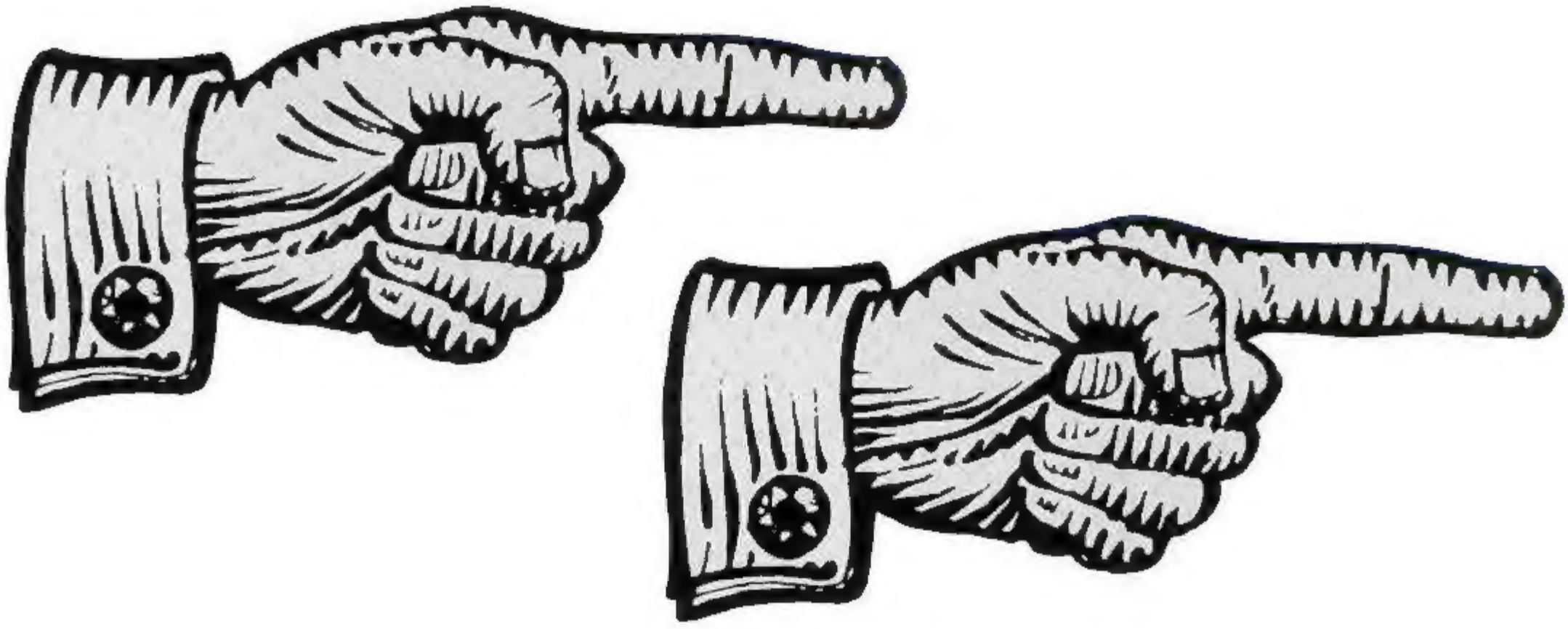
You thought America Online was a neat way to spend just $9.95 a month because you just knew you'd never be on line for more than the five hours you get for that price. Aren't you the genius?

ARTIST AND WRITER: DUCK EDWING



Nothing to see here!

Please skip ahead.



WHAT CRIME AGAINST HUMANITY S THE GOVERNMENT DOING NOTHING TO PREVENT?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Criminal activity abounds in the world and much of it is taking place right under our noses. Whether it be terrorist acts, racial crimes or drug trafficking, governments usually try to do something to stop it. There is one especially heinous crime, however, that is going unpunished. To find out what this despicable activity is, fold page in as shown.

FOLD OVER LIKE THIS

B ▶ FOLD THIS SECTION OVER LEFT ◀ A FOLD BACK SO "A" MEETS "B"

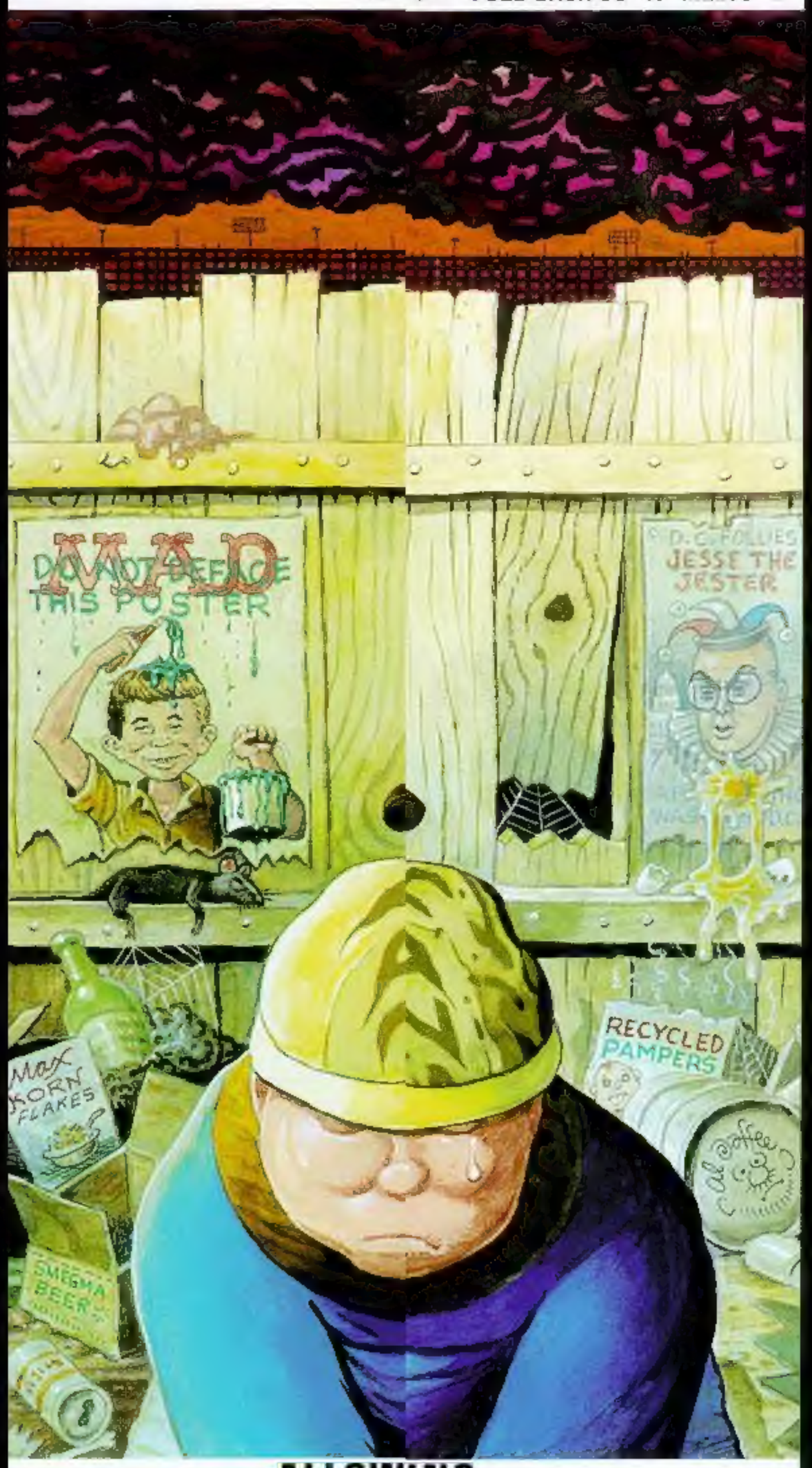
ALLOWED TO SUFFER, PEOPLE ALWAYS RESENT BEING GREETED UNCARINGLY BY THEIR LEADERS. NOBODY OWNS UP TO THIS. GOVERNMENT ALWAYS PREFERS TO MOVE SLOWLY WHILE ALL KINDS OF TERRIBLE REPORTS TELL OF SHATTERED LIVES AND BROKEN DREAMS

B ▶ ◀ A

WHAT CRIME AGAINST HUMANITY S THE GOVERNMENT DOING NOTHING TO PREVENT?

FOLD OVER LIKE THIS

B ▶◀ A FOLD BACK SO "A" MEETS "B"



ALLOWING GREEDY OWNERS TO MOVE SPORTS TEAMS

B ▶◀ A

CLICK THIS!

MAD's Remotely Funny Fake-Out Cable Label

Clip Along Dotted Line And Attach To The Back Of Your Cable TV Remote Control
(And See What Kind Of Reception You Get)!

0 Alfred E!
1 Obscene Marionette Network
2 Antarctica's Talking
3 Bulgarian Movie Classics
4 Car Alarm Network
5 The Home Shoplifting Network
6 C-SPAN
7 C-SPAN Run
8 Run, SPAN, Run
9 The Manson Family Channel
10 Dressing Room Surveillance Camera Network
11 The Etch-A-Sketch Channel
12 The Pancake Network
13 Care Bear Prayer Channel
14 Sci-Sperling Channel
15 Home Mopping Network
16 A or E
17 Claymation Operas
18 Perv-Per-View
19 Everything Pork
20 Inaccurate History Channel
21 The English Channel
22 EuroDisney Channel
23 Headcheese News
24 Nickmeglinodeon
25 Blackhead Entertainment Television
26 The Lint Channel
27 Movies Projected Onto John Goodman's Back
28 All-Buttmaster Infomercials
29 The Naked Clown Channel
30 Cinemaroad
31 OOF! (Out-Of-Focus Programming)
32 A Large, Unblinking Eyeball
33 Best Of The Yule Log
34 TNT (Totally Nauseating Televison)
35 The All V-Chip Network
36 The Slow Learning Channel
37 ESPN (Extremely Stupid People's Network)
38 VH-Dumb
39 A&E&I&O&U
40 The Famine Channel
41 Pay-Per-Second
42 Sports Chunnel
43 Turner And Hooch Broadcasting System
44 C-Spandex
45 Pet Neutering Videos Network
46 America's Squawking
47 The Khartoum Network
48 Public Abscess
49 The Zapruder Film Channel
50 Sports Injury Channel
51 MTV Dinner
52 Home Box Office
53 Small Claims Court TV
54 The Weather Or Not Channel
55 The Lapdance Network
56 Tina Turner Broadcasting System
57 The Moving Channel
58 No MSG Network
59 The Barbara Feldon Network

SQUIDDY CABLE INC.
24-Hour Repair Service
1-800-GO-TO-HELL

A MAD FAKE-OUT REMOTE CONTROL LABEL